

CITY OF GUADALUPE VOLUME II: COMMUNITY PLAN

March 2009




CAL POLY CRP

CITY OF GUADALUPE

COMMUNITY PLAN

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PREFACE

The City of Guadalupe 2030 Community Plan was prepared by the Cal Poly Consulting Team, comprised of 13 second-year graduate students and two professors in the City and Regional Planning Department at California Polytechnic State University, San Luis Obispo. It was prepared under an agreement between the City and the University, in partial fulfillment of the requirements for a Masters of Science Degree in City and Regional Planning. This document represents seven months of research regarding existing conditions and future possibilities for the City of Guadalupe, California.

The Cal Poly Consulting Team would like to express their appreciation to all those who made it possible to accomplish this project. Sincere appreciation is extended to City staff for their assistance in gathering the information needed to conduct the research. Special thanks are also due to City officials for their support, input, and participation. The Project Team would also like to extend its gratitude to the citizens of Guadalupe for participating in community meetings and focus groups. Without their participation this project would not have been possible.

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EXECUTIVE SUMMARY

The Guadalupe Community Plan contains long-term goals, objectives, policies, and programs to provide a basis for decision-making and guide development. Designed to create optimum levels of services, economic activity, and quality of life for residents and visitors, these statements are based on comprehensive research into existing community characteristics, anticipated opportunities, and public input. Guadalupe must be prepared to respond to the challenges and changes that projected population growth will bring, and this Plan can help guide that response.

This Plan is both a statement of purpose and a decision-making tool. As a statement of purpose, the Plan consists of the goals and objectives of its citizens. It identifies guidelines and a course of action that provide direction and the policies and programs to move from today's urban conditions to the citizens' desired conditions by the year 2030. In this sense, the overarching purpose of the Plan is to achieve the vision so vividly expressed by Guadalupe's residents.

In developing the Community Plan, graduate students from the Cal Poly, San Luis Obispo, City and Regional Planning department worked with City officials and community residents to formulate three different development scenarios. From these, a preferred scenario emerged, illustrating a possible future of Guadalupe in 2030. The preferred scenario accommodates the projected population and housing needs as well as the opportunities and constraints for future growth in Guadalupe.

Planning Process

Research for the Guadalupe Background Report and Community Plan was completed through a three part process. First the planning team evaluated local, regional, state, and federal policies and guidelines that apply to the planning area. Second, the team also conducted a land use inventory to assess existing conditions regarding land uses and public improvements. Third, a total of five community outreach meetings were held between October 23, 2008 and March 12, 2009 to hear from residents' about their likes, dislikes and preferences for change. Community input, combined with background research and growth projections, were critical components of the planning process. It helped the planning team identify issues and prepare goals, objectives, policies and programs, as well as the alternatives and preferred scenario described in the Plan.

2030 Population and Housing Projections

All projections are based on 2000 U.S. Census and California Department of Finance Data. Between 2008 and 2030, the population is projected to increase 20 percent from 6,541 to 7,880 residents. The largest growth is projected in the under-10 population cohort, which is expected to grow by 433 citizens, or 37 percent. The population under-30 is projected to grow by 33 percent and more than 400 citizens aged 60 and over will be added to the population, an increase of 60 percent. To accommodate this population growth, an additional 450 housing units will be needed by the year 2030. Projected needs are 250 market rate units and about 200

affordable units. The affordable housing need can be further broken down into about one-half ownership units and one-half rental units.

Summary of Existing Conditions and Emerging Directions

Demographics and Economic Development

Current population trends reveal that Guadalupe has a diverse, young, and growing population. Much of the City's labor force works outside of the City limits and has a lower per capita income than comparable nearby communities, such as Nipomo and Grover Beach. These factors suggest that Guadalupe's economy is in need of diversification and economic stabilization. Policies that attract businesses, promote tourism, and encourage local spending will help to improve and stabilize economic conditions. Thus, the goals, objectives, policies, and programs within this element aim to improve economic conditions for all residents.

Land Use

In October 2008, the planning team conducted a land use inventory which identified existing land uses, residential densities, and development intensities. The inventory found that residential uses and the DJ Farms Specific Plan area each account for one third of the City's planning area. Agriculture, open space, and park lands are also key land uses. Industrial uses are concentrated between Guadalupe Street and Obispo Street, and the majority of the commercial uses are focused in the downtown area. Further analysis suggests that the City can maintain a compact urban form by encouraging infill development of the City's many vacant parcels. However, strategic development in the DJ Farms Specific Plan area is needed to create greater economic growth opportunities for the City. As such, the goals, objectives, policies, and programs presented in this Element consider land use, physical, legal, and environmental constraints, and the needs and wants of the community, to guide land use and growth, and to enhance Guadalupe's quality of life.

Circulation

Guadalupe lies on State Route 1 (SR 1) and State Route 166 (SR 166), between San Luis Obispo and Lompoc. It shares its main street with traffic traveling through the City to other destinations. SR1 is a major north-south valley corridor with declining traffic volume over the past ten years; SR 166 is a main east-west route. These routes are operating at acceptable levels of service. SR 166, however, has an accident rate higher than State averages for similar roadways, and residents feel SR 166 is a safety hazard. Guadalupe also has a major rail line that parallels State Route 1 and that splits the town. This physical barrier poses a major problem for traffic, safety, and pedestrian connectivity. Guadalupe's streets, sidewalks, public transit stops, and street parking are generally in good condition. However, bike routes and traffic controls are deficient. Thus, the section on emerging directions in Guadalupe includes improvements to SR 166, bicycle lanes, and sidewalks as necessary public improvements. Improved connectivity between the two sides of town and improved "wayfinding" signs should also be included.

Housing

The majority of Guadalupe's housing stock is single-family dwellings that were constructed before 1990, and well over one-half of the homes are thirty years old or older. When compared to the rest of Santa Barbara County, Guadalupe's housing stock has the highest proportion of single-family detached units. Single-family homes tend to be more expensive, and as a result lower income households tend to live in smaller, overcrowded dwellings. Most housing units in Guadalupe are in sound condition. Citizens would like to see more housing growth, for all income levels, that is designed to be walkable and compatible with the City's prevailing architectural character. As such, the goals, objectives, policies, and programs in this Element focus on: 1) conserving and improving existing housing; 2) providing adequate housing sites; 3) assisting in the provision of affordable housing; 4) removing governmental constraints to housing development; and 5) promoting fair and equal housing opportunities.

Public Facilities and Services

Based on Federal, State, and County standards, Guadalupe is adequately supplying the public with water, wastewater collection and treatment, solid waste collection, police protection, fire protection, and library services. Its public schools, however, are overcrowded and the City is not meeting its 50 percent waste diversion requirement as mandated by the California Integrated Waste Management Board. Emerging directions for public facilities and services include: expanding educational facilities to meet the community needs, improving the recycling program, and in general, expanding public facilities and services as needed. Thus, the goals, objectives, policies, and programs of this element aim to meet legal standards, address the citizens' needs, and improve the quality of life.

Conservation

Major natural resource areas within the City's planning area include the Santa Maria River floodplain and riparian corridor, the Ninth Street wetlands complex, and the prime agricultural land immediately surrounding the City limits. Emerging directions for conservation include: preservation of the Ninth Street wetlands, conservation of water resources, pursuit of city beautification activities, and promotion of sustainability through use of renewable energy and green building techniques. The goals, objectives, policies, and programs in this element aim to make Guadalupe a healthy, sustainable community.

Parks and Open Space

Guadalupe's parks and recreation system includes State, County, and City parks, as well as joint-use facilities such as school playgrounds. These parks provide space for outdoor recreation and often include amenities such as picnic tables and playgrounds. Excluding the vast Guadalupe-Nipomo Dunes Preserve which lies outside the City limits, Guadalupe has 21 acres of park space, two school recreational facilities, and a gymnasium in City Hall.

Existing open space, including the Santa Maria River Floodplain and the Ninth Street wetland complex, provides Guadalupe with resource preservation and management, public health

benefits, and aesthetic value. Additionally, Guadalupe is surrounded by agricultural land under Williamson Act Contracts which enhances the City's feeling of open space; however, this also has implications for future growth and development. Analysis of existing parks and open space reveals that park acreage expansion, park improvements, open space access, and agricultural resource protection are all needs for Guadalupe's future. These issues are addressed in the goals, objectives, policies, and programs of this element.

Safety

City maps show various hazards which could affect the community, ranging from earthquakes to flooding. However, most of the City's Safety maps and related documents need to be updated. Additionally, Guadalupe needs to update its disaster avoidance and recovery plans, especially for transportation safety, vandalism, and natural disasters. The development and implementation of safety and hazard mitigation plans, hazard education programs, safe construction practices, and floodplain management near Pioneer Street are also needed.

Noise

Guadalupe's primary noise sources are roadway traffic, railroad traffic, and industrial plant operations. Growth in population and through traffic has the potential to increase noise levels from these sources to unacceptable levels. Thus, emerging directions include implementing a variety of noise mitigation measures, such as strategically placed earth berms, vegetation, and other potential sound buffers. The goals, policies, objectives, and programs presented in this Element relate to the management and mitigation of noise to enhance the quality of life in Guadalupe. By recognizing existing sources of noise pollution, taking reasonable steps to mitigate future impacts, and preventing new, unacceptable noise sources, the City seeks to achieve a more healthful, enjoyable urban environment.

Community Design and Sense of Place

Guadalupe's sense of place is created by cultural, historical, and architectural elements, such as murals, setbacks, fencing, architectural details, and storefronts. Key areas that define Guadalupe's sense of place include the downtown commercial core, with its significant historical buildings, various residential neighborhoods, and the industrial park. To enhance the City's unique character and sense of place, architectural guidelines can be created to address new construction, the downtown core, pedestrian connections, park space, public art, and "gateways" to the community. Emphasis on creating public spaces, implementing sustainable design principles, and preserving landmarks, open space, and historical buildings can further enhance Guadalupe's sense of place.

Alternative Growth Scenarios

Three development alternatives were formulated for Guadalupe's future, each identifying a range of possible urban forms and locations for intensification. The three alternatives

developed include 1) Continuation of Existing Trends, 2) Moderate Growth, and 3) Comprehensive Growth. Each alternative contains a conceptual basis, locations, densities, number of housing units, and potential development intensities. The Moderate and Comprehensive Growth Alternatives also look at how development would affect specific sub-areas, or areas of focus, within the City. Community input, growth projections and opportunities and constraints guided the development of each alternative.

Preferred Growth Scenario

The Preferred Scenario for 2030 is a hybrid of the concepts in the Moderate Growth and Comprehensive Growth Alternatives. Development is focused on the main arterial/thoroughfare (Highway 1) that bisects the City. The scenario is based on community input from four previous meetings, particularly the "Alternative Futures" meeting on February 26, 2009. The main emphasis of the Preferred Scenario is on stimulating and concentrating economic growth downtown and to discourage urban sprawl. This scenario would increase sales tax and property tax revenues, provide jobs for residents, and create a more vibrant downtown.

The Preferred Growth Scenario contains the following population, housing and economic targets:

- The projected population for 2030 is 7,880.
- This will require an additional 450 housing units.
- The target number of jobs is a total of 690 jobs, an increase of 260 from 2009.

The Preferred Growth Scenario proposes the following land use categories:

- Downtown Mixed Use Designation - Focus on commercial, specifically ground floor retail, but accommodate office and residential uses on upper floors.
- Downtown Residential Designation – Focus on residential but accommodate commercial uses on ground floor.
- Corridor Mixed Use Designation – Mix of light industrial and commercial as needed. Can be achieved with industrial live-work units.
- Intensified Industrial – Increase the allowed floor-area ratio (FAR) on industrial-zoned land, focus industrial uses to the east of the train tracks and west of Obispo Street.

Goals, Objectives, Policies, and Programs

The Plan recommends goals, objectives, policies, and programs to guide the growth of the City. These goals, objectives, policies and programs also shaped the Alternative Futures and Preferred Scenario. Following is a summary of the goals, or desired end states, for each element.

Demographics and Economic Development

Goal DE 1: An economy with abundant employment opportunities.

Goal DE 2: High-quality commercial uses that meet residents needs and generate significant sales tax revenue to help support public services.

Goal DE 3: A business environment that supports the retention of existing businesses and attracts new businesses.

Land Use

Goal LU 1: Appropriate and adequate mix of land uses, providing for high-quality living and working environments.

Goal LU 2: A compact urban form to discourage sprawl, encourage use of alternative modes of transportation, and preserve agricultural land.

Goal LU 3: Improved land use compatibility.

Circulation

Goal CIR 1: A transportation system that is consistent with land uses in Guadalupe.

Goal CIR 2: An environmentally sustainable and healthy transportation system that improves energy efficiency and maintains good air quality.

Goal CIR 3: An accessible and affordable transportation system for all residents.

Goal CIR 4: An efficient transportation system.

Goal CIR 5: A safe transportation system.

Housing

Goal H 1: Adequate supply of safe and decent housing for all income levels

Goal H 2: Sufficient level of affordable housing supply.

Goal H 3: Infill housing growth downtown in the vicinity of Guadalupe Street.

Goal H 4: Well-designed housing units in keeping with the character of surrounding neighborhoods.

Goal H 5: Adequate housing for special needs groups

Public Facilities

Goal PF 1: Adequate supply of drinking water to meet present and future needs.

Goal PF 2: An adequate wastewater collection and treatment facility to meet community needs and ensure public health.

Goal PF 3: Effective solid waste collection and diversion services that protect the public health and natural environment.

Goal PF 4: Effective and responsive police and fire services for public health and safety needs.

Goal PF 5: Quality schools and educational facilities.

Conservation

Goal C 1: Protected and enhanced natural habitats where native plants and wildlife species thrive.

Goal C 2: Well managed water resources resulting in clean, reliable municipal supply and high aquatic habitat value.

Goal C 3: Air quality that supports health and enjoyment for those who live, work in and visit Guadalupe.

Goal C 4: An educated, active community that promotes energy efficiency and sustainability.

Goal C 5: Enhanced intergovernmental coordination on conservation issues.

Parks and Open Space

Goal PO 1: Adequate parks and recreational facilities to meet community needs.

Goal PO 2: A variety of parks and recreation facilities to meet diverse public needs.

Goal PO 3: Low maintenance, safe and attractive parks.

Goal PO 4: Easily accessed parks and open spaces.

Goal PO 5: Preserve agricultural land within the planning area.

Safety

Goal S 1: A community with a comprehensive and reliable emergency response capability

Goal S 2: A community with safe night time environments and reduced vandalism

Goal S 3: A community with comprehensive, updated hazard mapping

Goal S 4: A community without water and flooding hazards

Goal S 5: Seismically safe buildings and infrastructure throughout City

Noise

Goal N 1: Noise levels that remain within acceptable levels for all land uses.

Community Design and Sense of Place

Goal CS 1: An interconnected system of landscaped sidewalks

Goal CS 2: "Small town" character in the downtown core

Goal CS 3: A community with unique historic resources

Goal CS 4: Development through sustainable design

Goal CS 5: Human scale design in the commercial center that connects pedestrians to the built environment

Goal CS 6: A community with a distinct sense of place

Goal CS 7: A community with a distinct cultural heritage and identity

Goal CS 8: Enhance neighborhood wellness and community social interaction

1.0 INTRODUCTION

The Guadalupe 2030 Community Plan provides a framework for the City of Guadalupe as it engages in long-term planning. This document was created by second year graduate students in the City and Regional Planning Department at California Polytechnic State University, San Luis Obispo. It covers the necessary steps in the General Plan Update process. This document represents a comprehensive effort to define what makes Guadalupe a special place, delineate a vision for its future, and formulate action oriented programs to achieve that future. The plan functions as a blueprint that defines not only how the City will evolve through 2030, but the steps the community will take to make this vision a reality.

1.1 The City and Its Planning Area

Setting

Guadalupe is an incorporated city of 6,541 residents (2008) located in northern Santa Barbara County, approximately four miles inland from the Pacific Ocean along the scenic coastal Highway 1. Figure 1-1 illustrates Guadalupe's regional location. The City consists of approximately 1.4 square miles and is situated in the heart of the fertile Santa Maria Valley, an agricultural region of statewide and national importance. US Highway 101 (US 101), a regional highway linking California's coastal cities, is located 10 miles to the east. The City of Santa Barbara is located approximately 60 miles to the south and San Luis Obispo is located 25 miles to the north. Neighboring communities include the cities of Santa Maria, 10 miles to the west, and Pismo Beach, 15 miles to the north.

The Santa Maria River is located north of the City limits and flows westward to its outlet in the Pacific Ocean. The Guadalupe-Nipomo Dunes Preserve is located just south of the river. The park is located within the Mussel Rock Dunes, which are part of the 22,000-acre, 18-mile long Guadalupe-Nipomo dunes.

The topography in the vicinity of the City is relatively flat and the average elevation is 85 feet above mean sea level. The predominant land use surrounding Guadalupe is agriculture. Crops typically cultivated include Broccoli, Cauliflower, and Artichoke. Agriculture is a strong component of community identity and a major contributor to the City's economy. Guadalupe serves as an agricultural service center for the productive valley farms, providing processing and shipping of many of Santa Maria Valley's crops.

History

The City of Guadalupe was founded in 1872 and incorporated in 1946, but its importance both locally and regionally dates to even earlier years. In the early 1800s, much of the land around the City was used for cattle ranching by families who were probably descendants of the original Spanish Land Grantees. With the extension of the Southern Pacific Railroad in about 1895,

Guadalupe became the focal point of a prosperous agricultural economy, and a melting pot for farming and ranching families of many diverse nationalities. Guadalupe remained the most important community in the Santa Maria Valley until the late 1920s, when the construction of US Highway 101 (US 101) enabled trucks to replace the railroad as the primary mode for transporting crops to surrounding markets. Although still the center of agricultural activity, the town has lost much of its original prominence to the expanding City of Santa Maria, which is located along US 101.

Figure 1-1. Regional Setting

Source: City of Guadalupe General Plan, 2002

Planning Area and Sphere of Influence

The area covered by the City's General Plan is often referred to as the City's "planning area" which includes the incorporated limits, as well as "...any land outside its boundaries which in the planning agency's judgment bears a relation to its planning" (Government Code Section 65300). The City's planning area is shown on Figure 1-2; it extends outward from the City in a loosely defined circle that expands north across the Santa Maria River and east toward the City

of Santa Maria. The City reserves the right to review and comment on new development, changes in land use, or other regulatory or environmental activities in its planning area that may affect the City's long term interests. The "General Plan area" is the portion of the planning area governed by the policies, programs, and land uses of the Guadalupe General Plan. The General Plan area is generally the shape of a rectangle defined by the Santa Maria River to the north, Simas Road to the east, and the property lines of agricultural lands to the south and west.

Figure 1-2 also shows the City's "sphere of influence," which coincides with the City limits. The Cortese-Knox Act defines a sphere of influence as a "...plan for the probable ultimate physical boundaries and service area of a local agency..." (Government Code Section 56076). In practice "ultimate" is often defined as twenty years. Under Section 56080, a sphere of influence may include an urban service area which identifies portions of a city's sphere of influence where urban services are provided, or where services are expected to be provided during the first five years of an adopted capital improvement program.

Spheres of influence and other changes to the organization of local governments are decided by the Local Agency Formation Commission (LAFCO), which consists of representatives from member jurisdictions within the County. In addition to establishing and amending spheres of influence, LAFCO exercises jurisdiction over annexations (adding land to a city or special district), detachment from a city or district, and the incorporation of new cities, among other duties. Accordingly, LAFCO policies are key to identifying areas for future City expansion.

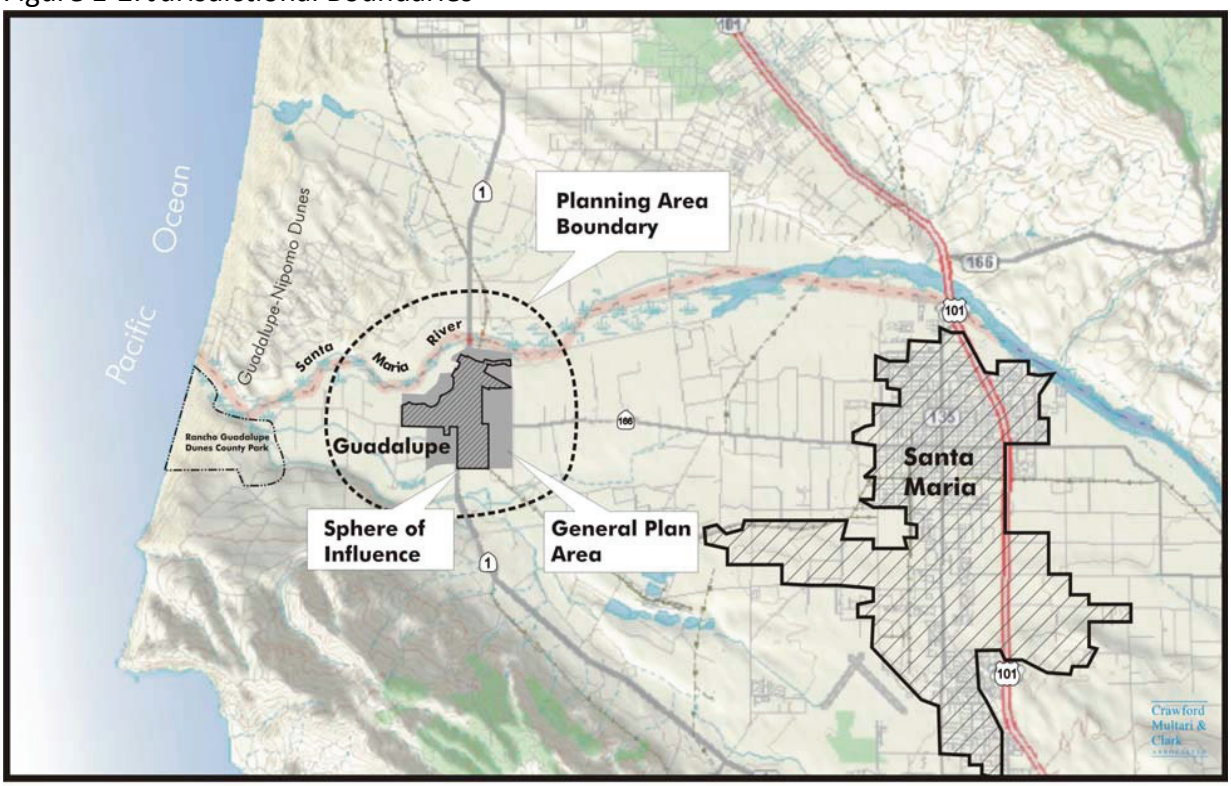
1.2 Purpose, Intent, and Legal Authority

Plan Purpose and Intent

In California, State law (Government Code Sections 65300 et seq.) makes the general plan the foundation and central feature of the local planning process. Each county and city is required to prepare, adopt, and maintain a general plan that will "...act as a 'constitution' for development, the foundation upon which all land use decisions are to be based. It expresses community development goals and embodies public policy relative to the distribution of future land use, both public and private" (OPR, 2003).

A general plan functions as a guide to the type of community that citizens desire for their future and provides the means by which that desired future can be achieved. According to the California Governor's Office of Planning & Research (OPR) *General Plan Guidelines* (2003), the general plan is a "constitution" for local decision making that addresses the range of immediate, mid-, and long-term issues with which the community is concerned, including but not limited to environmental sensitivity and preservation, public services, and economic vitality. The general plan is intended to allow land use and policy determinations to be made within a comprehensive framework that incorporates public health, safety, and "quality of life"

Figure 1-2. Jurisdictional Boundaries



Source: City of Guadalupe General Plan, 2002

considerations in a manner that recognizes the resource limitations and the fragility of the community's natural environment.

The Guadalupe Community Plan updates the 2002 General Plan and provides policy direction for issues and development trends specific to the City. This update is necessary to respond to conditions existing in 2009, facilitate proper planning, and accurately reflect the prevailing visions and objectives of the City's residents. The Guadalupe Community Plan provides the general public, landowners, and decision makers with a framework for planning future development.

General Plan Requirements

As mandated by the State, the general plan must serve to:

- Identify land use, circulation, environmental, economic, and social goals and policies for the City and its surrounding planning area as they relate to land use and development;
- Provide a framework within which the City's Planning Commission and City Council can make land use decisions;
- Provide citizens the opportunity to participate in the planning and decision making process affecting the City and its surrounding planning area; and

- Inform citizens, developers, decision-makers, and other agencies, as appropriate, of the City's basic rules which will guide both environmental protection and land development decisions within the City and surrounding planning area.

State law requires that the general plan be comprehensive, internally consistent, and long-term. It must include land use diagrams and text to guide development. In addition, every general plan must have at least seven state mandated elements: Land Use, Circulation, Housing, Conservation, Open Space, Noise, and Safety. The General Plan may be organized in a way that best suits the City and can include optional relevant elements.

What is a Community Plan?

Community plans focus on general planning issues pertaining to an identified geographical area or community (Public Resources Code Section 21083.3). They are adopted in the same manner as a general plan amendment and are similarly implemented by local ordinances (e.g., zoning). A community plan must include or reference each of the General Plan's seven mandatory elements, and must be internally consistent.

Created by second year graduate students in the City and Regional Planning Department at California Polytechnic State University, San Luis Obispo, this document performs the steps of a general plan update. The Guadalupe 2030 Community Plan provides a set of long term goals, objectives and policies to guide city government decision making. The Plan will direct future development of Guadalupe in a way that creates optimum levels of service, sparks economic activities, and enhances the quality of life for residents and visitors.

1.3 Community Plan Overview

This plan is both a statement of purpose and of general direction. As a statement of purpose, the Community Plan is composed of all the goals and objectives of its citizens. The Community Plan identifies guidelines and a course of action based on the goals and objectives that provide direction and the means to move from the existing conditions to desired conditions in the year 2030. Therefore, the intent of the Guadalupe Community Plan is to achieve the vision of Guadalupe's residents.

In developing the Community Plan, the planning team worked with City officials and community residents to formulate three different development scenarios. From these, a preferred scenario emerged, illustrating a possible future of Guadalupe in 2030. The preferred scenario accommodates the projected population and housing needs as well as the opportunities and constraints for future growth in Guadalupe.

Organization

This General Plan includes this introduction, a summary of the planning process, existing conditions, alternative futures, as well as ten separate "elements" that set goals, objectives,

policies, and programs for each given subject. Seven of these elements cover the topics required by Government Code Section 65302, while the remaining three elements, the Demographics and Economic Development Element, the Public Facilities and Services, and the Community Design and Sense of Place Element, have been prepared to meet local needs and concerns. Brief explanations of the topics included in Guadalupe's General Plan are provided next.

Economic Development and Demographics Element

Although not mandated by State law, this element is included to create and maintain a balanced economy and to encourage the development of particular economic sectors in Guadalupe. The Economic Development and Demographics Element contains goals, objectives, policies, and actions to encourage the development of desired economic activities throughout the City, as well as ensure the fiscal vitality of the community.

Land Use Element

The Land Use Element designates all lands within the City for specific uses such as housing, business, industry, open space, recreation, or institutional uses. It provides overall land use policies for each land use category in the City and is one of the seven State-required General Plan elements.

Circulation Element

State law requires that a Circulation Element specify the general location and extent of existing and proposed major streets and other transportation facilities. As required by law, all facilities in the Circulation Element are correlated with the land uses designated in the Land Use Element.

Housing Element

The housing element is a comprehensive assessment of current and projected housing needs for all economic segments of the community. It embodies policy for providing adequate housing and includes action programs.

Public Facilities and Services Element

The public facilities and services element covers existing conditions, issues and goals, objectives, policies, and actions related to infrastructure systems such as water facilities and service, wastewater collection and treatment, water reclamation and storm water collection facilities as well as public services such as schools, parks, and recreation. Under State law, infrastructure and public services may be addressed as part of the Circulation Element, but these services have been included as a separate element by the City due to the importance of these services.

Conservation Element

The conservation element addresses the conservation, management, and use of natural resources, including water, soils, biological habitats, and mineral deposits.

Open Space Element

This element addresses the preservation of open space for natural resource protection, the managed production of resources, outdoor recreation, and protection of public health and safety.

Safety Element

State law requires the development of a safety element to protect the community from risks associated with the effects of seismic hazards, other geologic hazards, flooding, and wildland and urban fires.

Noise Element

State law requires a general plan to include a noise element that addresses noise issues in the community and analyzes and quantifies current and projected noise levels from a variety of sources. The noise element includes goals, objectives, policies, and actions to address current and foreseeable noise problems.

Community Design and Sense of Place Element

The community design and sense of place element is not required by State law. However, due to the importance of Guadalupe's unique physical and visual resources, the community has decided to include this optional element to identify, protect and enhance these features. The element provides information on visual and urban design resources, natural setting, and cultural resources.

Contents of Each Element

Each element of this General Plan consists of the two sections described below, which in most elements are Sections A and B, respectively.

- The **background information** section describes conditions, as of March 2009, relative to the subject of the element. The background information is taken from existing conditions analysis conducted in 2009 and from other sources, such as the 2002 General Plan and the 2000 U.S. Census.
- Each element contains a section that presents a series of **goals, objectives, policies, and programs** to address the identified key issues. Some of these goals, objectives, policies, and programs are related to the review of new development; others are directed to the City's own activities. The goals, objectives, policies, and programs in each element are based on the background information and key findings, the goals, and policies in the previous General Plan, input from the Steering Committee and citizens, State law, and the technical expertise of the planning team.

Goals, objectives, policies and actions, as articulated in this General Plan, are defined as follows:

- **Goal.** A goal is a description of the general desired result or end state the City seeks to create through the implementation of its General Plan. One or more goals are provided in each General Plan element.
- **Objective.** An objective is a specific condition or action that serves as a concrete step toward attaining a goal. Objectives are intended to be clearly achievable and, when possible, measurable. There are one or more objectives for each General Plan goal
- **Policy.** A policy is a specific statement that guides decision-making in working to achieve an objective. Policies, once adopted, represent statements of City intent and, along with City codes, guide development and capital improvements. This General Plan establishes policies that will be used by City staff, the Planning Commission, and City Council in their review of and decisions on public and private development projects.
- **Program.** A program is a specific implementation measure, procedure, or technique intended to help to achieve a specified objective. Typically, programs require staff or financial resources to implement.

2.0 PLANNING PROCESS

2.0 Introduction

Research for the Guadalupe Background Report and Community Plan was completed through a three part process. First the planning team evaluated local, regional, state, and federal policies and guidelines that apply to the planning area. Second, the team also conducted a land use inventory to assess existing conditions regarding land uses and public improvements. Third, a total of five community outreach meetings were held between October 23, 2008 and March 12, 2009 to hear from residents' about their likes, dislikes and preferences for change. Community input, combined with background research and growth projections, were critical components of the planning process. It helped the planning team identify issues and prepare goals, objectives, policies and programs, as well as the alternatives and preferred scenario described in the Plan. The following sections describe the key parts of the process.

2.1 Background Research and Field Work

The planning team evaluated local, regional, state, and federal policies and guidelines relevant to the planning area. The team also conducted a land use inventory to assess land use and public improvements.

Information Sources

Each general plan element is influenced by policies set at the local, regional, and state level. These policies guide the community's decision-making process about when, where, and how to grow, as well as determining what infrastructure is needed to serve growth. The California Governor's Office of Planning and Research (OPR) identifies what needs to be addressed by the general plan for each of the seven required elements. Additional elements have been added to the Guadalupe Background Report and are included in the Guadalupe Community Plan. Agencies with interests or responsibilities related to development and use of land in Santa Barbara County were consulted to identify current land uses (for the background report) and to identify agency policies on further development (for the community plan).

The following agencies were consulted to establish policies and best practices:

- California Coastal Commission
- California Department of Finance
- California Department of Fish and Game
- California Department of Transportation
- California Department of Water Resources
- California Office of Planning and Research, General Plan Guidelines
- California Resources Agency

- California Riparian Habitat Joint Venture
- Central Coast Regional Water Quality Control Board
- Central Coast Salmon Enhancement, Inc.
- City of Guadalupe
- City of Santa Maria
- County of Santa Barbara
- Guadalupe Union School District
- Santa Barbara Council of Governments
- Santa Barbara County Air Pollution Control District
- Santa Barbara County Department of Planning and Building
- U. S. Environmental Protection Agency
- U.S. Fish and Wildlife Service
- US Department of Housing and Urban Development
- Coastal Conservancy
- United States Access Board Guidelines

These agencies either report activities at the local level (e.g., department of finance records current population and employment information) or guide local decision-making (e.g., the Local Agency Formation Commission determines if and when bordering areas can be annexed by the City). The agencies are referenced in chapters of the Background Report and Community Plan.

Land Use Inventory

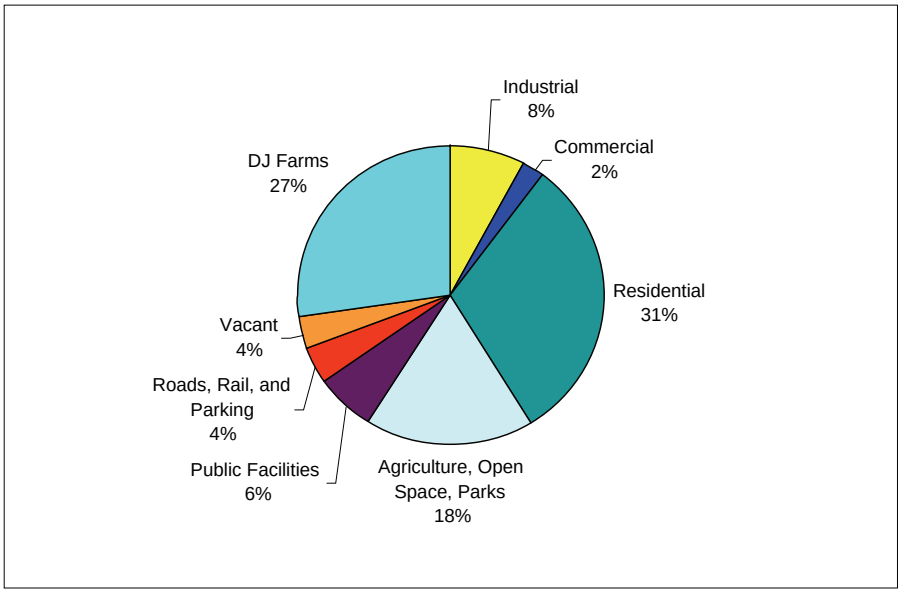
The planning studio conducted an inventory in early October 2008 primarily to determine land uses and conditions of buildings within city limits. The inventory included a visual assessment of each parcel in several different categories. A classification and coding system was adapted from Fairfax County, Virginia to categorize the land uses. (See Appendix 3, Land Use Classification). The intensity of development was assessed by determining the number of dwelling units and building stories on each parcel. The condition of roads, presence of public sidewalks and bicycle lanes, and the existence of unreinforced masonry (URM) buildings were also noted. Figure 2.1 and Table 2.1 show the breakdown of land uses in Guadalupe and the total acreages of the various land use categories. The land use inventory is discussed further in Chapter 4.0, Land Use of the Background Report.

Table 2-1. Land Uses and Acreage, 2008

Land Use	Acreage
Industrial	61.8
Commercial	16.8
Residential	239.0
Agriculture, Open Space, Parks	138.5
Public Facilities	48.9
Roads, Rail, and Parking	28.9
Vacant	27.2
DJ Farms	212.2
Total	773.2

Source: Cal Poly Land Use Inventory, October 2008

Figure 2-1. Land Uses in Guadalupe, 2008



Source: Cal Poly Land Use Inventory, October 2008

2.2 Public Meetings

Two public outreach meetings were held in Guadalupe, the first on October 23, 2008 and the second on November 20, 2008. Both evening meetings were held at the Guadalupe Community Center. A summary of the main points brought up during the meetings is given here. The compiled input lists from each meeting is in the Appendix to Chapter 2.

Public Outreach Meeting: October 23, 2008

During the first meeting, participants were provided an overview of the general plan and were asked three questions about Guadalupe. The questions were:

- What do you like about Guadalupe?
- What do you dislike about Guadalupe?
- What would you like to see changed in Guadalupe?

Twenty five community members attended the meeting. Participants discussed each of the questions in small focus groups. Participants were also asked to prioritize their favorite ideas for the future of Guadalupe. The information gathered during that meeting was incorporated into a presentation for the November 20, 2008 meeting.

Figure 2-2. Public Outreach Meeting, October 2008

Source: Cal Poly, 2008

Community members liked the small town feel, local markets, restaurants, and the dunes. They disliked homes too close to the train tracks and were concerned about the development at DJ Farms. To improve the City they feel that consistent facades and bulbouts on the sidewalks Downtown as well as more lighting on Guadalupe Street were important along with fixing 11th and N. Pioneer Street and the redevelopment of Leroy Park.

Public Outreach Meeting: November 20, 2008

A slide presentation was created based on participant's ideas presented at the October 23rd meeting, the Land Use Inventory and policy research. The purpose of the presentation was to show Guadalupe's visual character, what policies guide its growth and development, and what changes could reasonably be expected, given community preferences and aspirations. The intent was also to make sure that what was being proposed in emerging directions adequately reflected the community's interests.

Figure 2-3. Participants at a Public Outreach Meeting, October 2008

Source: Cal Poly, 2008

The community felt more jobs were needed as well as a community center. Also, a path connecting the City to the Dunes should be planned. The downtown area should have more pedestrian crossings and shared parking for new developments. Historical buildings should be preserved. There should also be greater connectivity between the City and the parks.

Goals and Objectives Meeting: February 5th, 2009

Information gathered from background research, community feedback, and stakeholder interviews was used to formulate goals and objectives for each element for the City's General Plan. Policies and programs for reaching the goals and objectives were also created. These goals and objectives were presented to the City during the third outreach meeting in an effort to ensure the proposed ideas adequately reflected community interests.

The community again stated the need for jobs for teens as well as a community center. They also asked for more crossings on Guadalupe Street as well as improved parks and playground design. Creating environmental awareness through volunteer clean ups or other activities were suggested in order to promote conservation in the community.

Alternative Scenarios Meeting: February 26, 2009

During this meeting, Cal Poly graduate students presented three growth scenarios to the City. The three scenarios were mild growth, moderate growth, and comprehensive (aggressive) growth. Details on the three scenarios can be found in Chapter 4.0, Alternatives. Each scenario had its own set of demographic projections and targets, including projected job growth and housing needs. Overall, preference was towards both a mix of moderate and comprehensive growth scenarios. Below is some feedback from those who attended the meeting.

Overall, the community preferred compact, mixed use development which is a hybrid of the moderate growth and comprehensive growth alternatives. They liked the idea of Downtown development and increasing the building heights to three or four stories as well as possibly providing a lookout to the Dunes.

Figure 2-4. Group Discussion at Public Outreach Meeting, October 2008

Source: CalPoly, 2008

Preferred Scenario Meeting: March 12, 2009

During this meeting, Cal Poly graduate students presented the Preferred Scenario. The Preferred Scenario was created based on feedback from participants at the previous meeting on February 26, 2009, and included elements from all three growth scenarios. Details on the Preferred Scenario can be found in Chapter 5.0, Preferred Scenario.

The presentation included jobs and housing targets, as well as population projections. Additionally, the presentation included three-dimensional renderings of what downtown Guadalupe could look like under the Preferred Scenario. Participants were given time to ask questions and discuss next steps in the community plan process.

2.3 Stakeholder Interviews

To help identify goals and objectives for the City, interviews were conducted with major stakeholders of the City. Interviews of Guadalupe's stakeholders were held in Guadalupe, on January 13, 2009. Interviewees included the Mayor and the City Administrators, among others, and were asked the following questions:

- What do you feel are Guadalupe's strengths?
- If you could change one thing about Guadalupe, what would it be?
- What do you think about its population growth rate?
- What are some things about Guadalupe that make it different from Santa Maria and other Central Coast towns?
- How would you characterize Guadalupe's citizens?
- How do you think we can address some of the areas of improvement you identified in quantified goals and objectives?
- What types of programs are (have been) successful in Guadalupe?
- What are some long-term goals the City is still working towards?
- Are there any goals that Guadalupe is working towards that you feel need to be revised to become more attainable?
- How would you prioritize Guadalupe's efforts?

Guadalupe's strengths are its small, close knit community and atmosphere. It is close to the Dunes and Highway 1 runs through it. It has a Downtown core with historic architecture. It is also family friendly with low crime, traffic, and smog. It is different from other towns because it has many authentic Mexican restaurants and also has cheaper rents. The citizens are fairly involved in the community through church and community events, though not as much as in the past. The City has successful programs such as façade improvement grant programs, downtown lighting, team sports, and URM retrofits.

They would like to see a slow growth rate and a reduction of overcrowding. The City needs a larger tax base and an increase in sales tax revenue. They would also like to take advantage of Highway 1 to create a beautiful tourist destination with amenities such as a hotel. Additionally, street infrastructure, sidewalk, and circulation improvements are important, as well as sewer and water lines. The City has grant money that they need to take advantage of while the money is available.

To improve the community there needs to be more education for business owners and investment in the community. The City needs to encourage local spending and creating self-sufficient.

3.0 EXISTING CONDITIONS

3.0 Introduction

Many factors shape the future development of Guadalupe. These include population and economic growth, housing need, and public facilities and parks needs. Opportunities and constraints also affect future development. This chapter lists community challenges and opportunities gathered from background research. It also includes projections and targets for growth in Guadalupe for 2030.

3.1 Community Challenges, Strengths, and Opportunities

Community Challenges

1. **Unemployment**. Guadalupe's unemployment rate is high in comparison to the rest of Santa Barbara County.
2. **Limited Employment Opportunities**. The community has limited employment opportunities for residents and the local workforce/local jobs connection is lacking. As a result, many residents are forced to commute to nearby cities, such as Santa Maria.
3. **Loss of Sales-Tax Revenue**. A shortage of community-serving retail and grocery stores forces residents to shop outside the City, resulting in lost sales-tax revenue.
4. **Land Use**. There are a number of vacant and underutilized parcels in Guadalupe that are not effectively being used.
5. **Surrounding Agricultural Land**. Guadalupe is surrounded by prime agricultural land and many of the surrounding parcels are under Williamson Act Contract. These constraints limit the outward growth and expansion of the community and will require critical evaluation of where future residential, commercial, and industrial growth can occur.
6. **Transit Service**. Guadalupe's bus service is operating at capacity, and ridership is increasing. Guadalupe faces the challenge of providing a bus service that meets the demands.
7. **Street Connectivity**. There is no street access across the railroad tracks when a train is stopped for loading or unloading.
8. **Housing Stock.** Guadalupe's housing stock has the highest percentage of single-family detached units to total housing units of all cities in Santa Barbara County. Single-family homes tend to be more expensive, and as a result, lower-income households tend to live in smaller overcrowded dwellings.
9. **Regional Housing Needs Allocation**. Guadalupe must zone sufficient land resources to accommodate the development of 88 housing units during the five-year time period beginning January 1, 2008 to meet its fair share Regional Housing Needs Allocation (RHNA).
10. **Water Supply**. In the event of drought conditions, Guadalupe's water supply from groundwater and State water is uncertain. State water cutbacks can occur depending on rainfall and snowpack in Northern California, which is Guadalupe's supplemental water source. Under the State Water Project, agricultural uses receive higher priority water allocations than urban uses.

11. **Water Quality**. Guadalupe's groundwater is considered safe; however its quality is considered marginal with respect to secondary aesthetic standards. The groundwater supply tends to be high in sulfates and total dissolved solids, and historically has been subject to high nitrate concentrations. Nitrate sources may include septic systems and agricultural fertilizer applications.
12. **Stormwater Runoff.** Guadalupe currently drains all of its storm-water into the Ninth Street wetlands and the Santa Maria River, which is listed as an impaired water body by the EPA. This contributes to the poor surface water quality in Guadalupe.
13. **Solid Waste.** Guadalupe is not meeting the 50 percent solid waste diversion requirement as mandated by the California Integrated Waste Management Act (1989).
14. **Schools.** The Guadalupe Unified School District is operating above capacity for both Mary Buren Elementary School and Kermit McKenzie Junior High School.
15. **Energy and sustainability.** Guadalupe serves as a commuter town for nearby cities including Santa Maria and does not have provisions within the General Plan or Development Code to address greenhouse gas emissions (largely due to vehicle emissions), climate change or to promote green building and energy conservation.
16. **Parks and Recreational Facilities**. Guadalupe has insufficient parks and recreation activities for all ages, and there is limited funding for these services.
17. **Open Space**. The Ninth Street Wetland Complex is privately owned, limiting its use as an accessible open space.
18. **Emergency Response**. Guadalupe's emergency response is hindered by intermittent railway obstacles and limited medical response resources.
19. **Neighborhood Lighting.** Neighborhood lighting does not provide sufficient night time security.
20. **Flooding**. Flooding has historically occurred on Pioneer Street and Ninth Street and the Santa Maria Riverbed levee has potential for failure, which could result in severe flooding.
21. **Unreinforced Masonry Buildings.** A number of buildings along Guadalupe Street have the potential for structural failure and collapse in the event of earthquake.

Community Strengths and Opportunities

1. **Employment.** Attracting complementary businesses to support existing agriculture business can help stabilize the local economy and provide important jobs as well as improve the jobs/housing balance.
2. **Increasing Sales-Tax Revenue.** Promoting the Guadalupe-Nipomo Dunes complex as a tourist destination can draw visitors to the City and increase sales-tax revenue.
3. **Land Use.** There are 27 acres of vacant land in the City, and many vacant lots in the Downtown area that can be used for infill development and to create a community character. DJ Farms comprises approximately one-third of the City area which gives ample room for development. This land can be used for residential, commercial, and industrial growth, and for an efficient extension of community services.

4. **Bicycle and Pedestrian Infrastructure**. Guadalupe's flat geography and small size provides an opportunity for creating bike and pedestrian trails and related facilities, and expanding their use as an alternative to vehicle trips.
5. **Transportation.** The City's connection to the highway corridor and railroad line, and its central location between Santa Maria and the Pacific Ocean create a potential for future multi-modal transportation options. Guadalupe is one of only a handful of Central Coast cities with its own railroad station.
6. **Housing Stock.** The City has vacant and underutilized land potential downtown to accommodate high density infill housing that will be more affordable to lower income households.
7. **Regional Housing Needs Allocation.** The DJ Farms Specific Plan proposes to develop approximately 1000 housing units, which exceeds the City's RHNA requirement and the projected housing need under the Preferred Scenario.
8. **Police and Fire Services.** The police and fire department are well staffed and maintain three minute response times to all emergency calls.
9. **Conservation of Natural Habitats.** Guadalupe has several natural habitats within the City limits including the Ninth Street wetlands, which provide an opportunity to pursue outside funding for restoration and development of environmental education.
10. **Energy and Sustainability.** Guadalupe has the potential to develop a compact and walkable downtown with ample opportunity for infill and redevelopment. Residents are interested in creating a sustainable community through incentives for green building and development of programs to promote energy conservation, climate action planning and use of renewable energy sources.
11. **Parks and Recreational Facilities.** Guadalupe has six parks which provide approximately 21 acres for recreational opportunities. The majority of residents live within one quarter mile of a park. There is enough vacant land in Guadalupe to increase park acreage so all residents live within one quarter mile of a park.
12. **Agricultural Lands.** Guadalupe is predominantly surrounded by agricultural open space which creates a separate sense of place for the Community.
13. **Unreinforced Masonry Buildings.** Mitigation funds and projects can be implemented to reduce and remove threats from seismic activity.
14. **Historic Resources.** Guadalupe has a rich history and played an important role in the early settlement and growth of the region. Downtown revitalization efforts can draw upon this heritage to reinvigorate community pride and economic stability in a manner that sustains the community while positioning it for the future.
15. **Downtown Revitalization.** The existing community core has much of the appropriately zoned land, public facilities, services, and infrastructure in place to serve as a foundation for downtown reinvestment. Coupled with a community design and theme that links to Guadalupe's historical past, Guadalupe can capture economic growth and strengthen their sense of community.

3.2 Growth Projections

Growth projections were used in the creation of development alternatives and to help shape the Preferred Scenario. Projections covered three subjects:

- Population
- Housing
- Employment

Findings are discussed in the following subsections.

Population Projections

Population projections for 2015 and 2030 were calculated using the cohort growth method. The cohort method takes into account the age and gender distribution of the population, as well as fertility rates, death rates, domestic migration, and international migration. The US Census provided age and gender population distribution, and the California Center for Health Statistics provided fertility rates (2007) and death rates (2006). Domestic migration and international immigration rates from 2005 are from the US Census as well. Migration and immigration rates specific to Guadalupe were not available, so data for Santa Barbara County were used.

Table 3-1 shows population projections for 2015 and 2030. In 2008, the population of Guadalupe was 6,541 (California Department of Finance). By 2030, the population is projected to increase by 1,340 people, for a total of 7,881. This is an increase of over 20 percent.

Table 3-1: Population Projections for Guadalupe, 2008 to 2030

Year	Population	Percent Change
2008*	6,541	--
2015**	7,027	7.4
2030**	7,881	12.2

* Population Estimate from California Department of Finance 2008, Demographic Research Unit, Table E5
**California Polytechnic State University Cohort Projection (based on 2000 US Census Population)
Source: CalPoly, 2008

Age Distribution

The cohort projection forecasts population changes in terms of age distribution. There are several similarities between Guadalupe's 2000 and 2030 populations.

By 2030 every ten-year age cohort is projected to grow. Table 3-2 shows trends in growth between 2000 and 2030. The largest growth is found in the population under ten years of age, which is expected to grow by 433 people, or 37 percent. In total, the population under 30 is projected to grow by over 1,000 people, representing a change of 33 percent.

Table 3-2. Projected Population Trends, 2000 to 2030

	Under 30		Under 10		10 to 19		20 to 29	
	Population	Percent Change	Population	Percent Change	Population	Percent Change	Population	Percent Change
2000*	3,306	--	1,207	--	1,182	--	917	--
2015**	3,826	15.7	1,601	32.6	1,165	-1.4	1,059	15.5
2030**	4,391	32.8	1,650	36.7	1,490	26.1	1,250	36.3

* US Census, 2000, SF1, Table P12

**California Polytechnic State University Cohort Projection

Source: CalPoly, 2008

Along with the growth in the under 30 years population, the population over 60 years of age is also projected to show significant growth. Table 3-3 shows changes in growth from 2000 to 2030 for population over 60. Overall, more than 400 people aged 60 and over will be added to the population by 2030, an increase of 62 percent. The greatest amount of growth is projected to occur within the 60 to 69 cohort, which could add 230 people to the population. This represents a 72 percent change.

Table 3-3. Percent of Population Aged 60 Years or Older in 2000, 2015 and 2030

	60 and Over		60 to 69		70 to 79		80 and Over	
	Population	Percent Change	Population	Percent Change	Population	Percent Change	Population	Percent Change
2000*	678	--	315	--	258	--	105	--
2015**	825	21.7	427	35.6	214	-17.1	184	75.2
2030**	1,096	61.7	542	72.1	360	39.5	194	84.8

* US Census, 2000, SF1, Table P12

**California Polytechnic State University Cohort Projection

Population projections reveal similarities between the 2000 and 2030 populations. Table 3-4 shows median age for 2000, 2015 and 2030. In 2030 the median age will be 25.6. In 2000 median age was 26.4, and it is projected to be the same in 2015.

Share calculations reveal additional similarities between the 2000 and 2030 populations. Table 3-4 shows percentage of the total population for three age groups: those under 20, those

between the ages of 20 and 64 and those over the age of 64. For example, in 2000, 39 percent of the population was under 20, 52 percent was between 20 and 64, and 9 percent was 65 or over. In 2015 those age ranges are expected to have the same share. By 2030 a slight shift may be seen, however the change is relatively small.

Table 3-4. Median Age and Shares of Population in 2000, 2015 and 2030

	2000*	2015**	2030**
Median Age	26.4	26.4	25.7
Population Under 20	39.4%	39.4%	39.9%
Population 20-64	51.9%	52.3%	49.6%
Population 65 and Over	8.7%	8.3%	10.5%

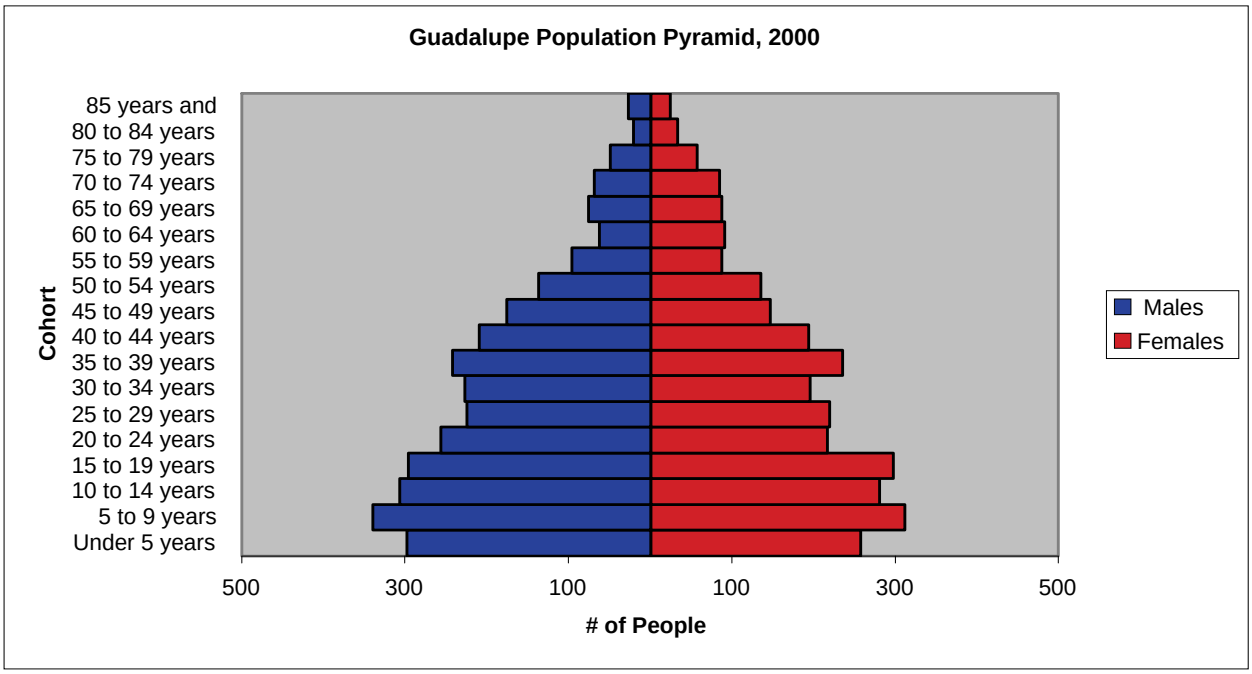
*US Census, 2000, SF1, Table P12

**California Polytechnic State University Cohort Projection

Source: CalPoly, 2009

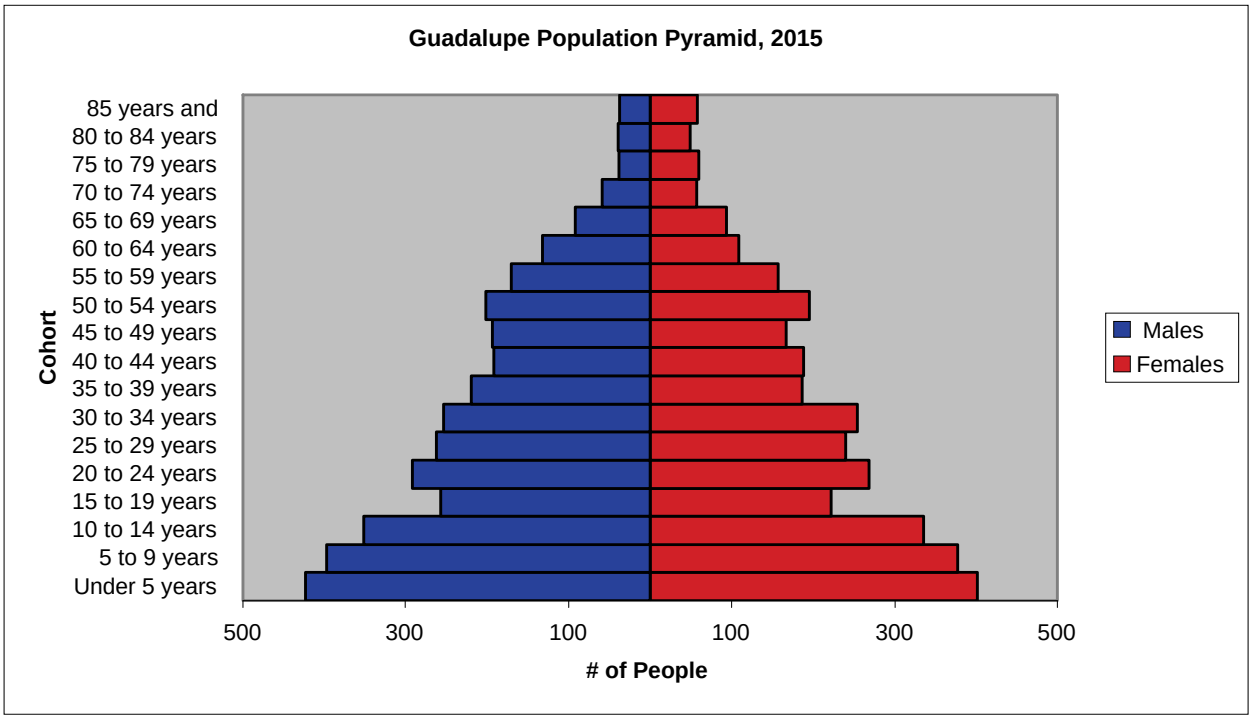
Figures 3-1, 3-2 and 3-3 illustrate population separated into five-year age cohorts and gender. The population pyramid from Guadalupe based on the 2000 census is shown in Figure 3-1. Projected population pyramids for 2015 and 2030 are shown in Figures 3-2 and 3-4. Projected distribution in 2015 and 2030 can be found in Tables 1-1, 1-2 and 1-3 of the Appendix.

Figure 3-1: Population by Sex and Age, 2000



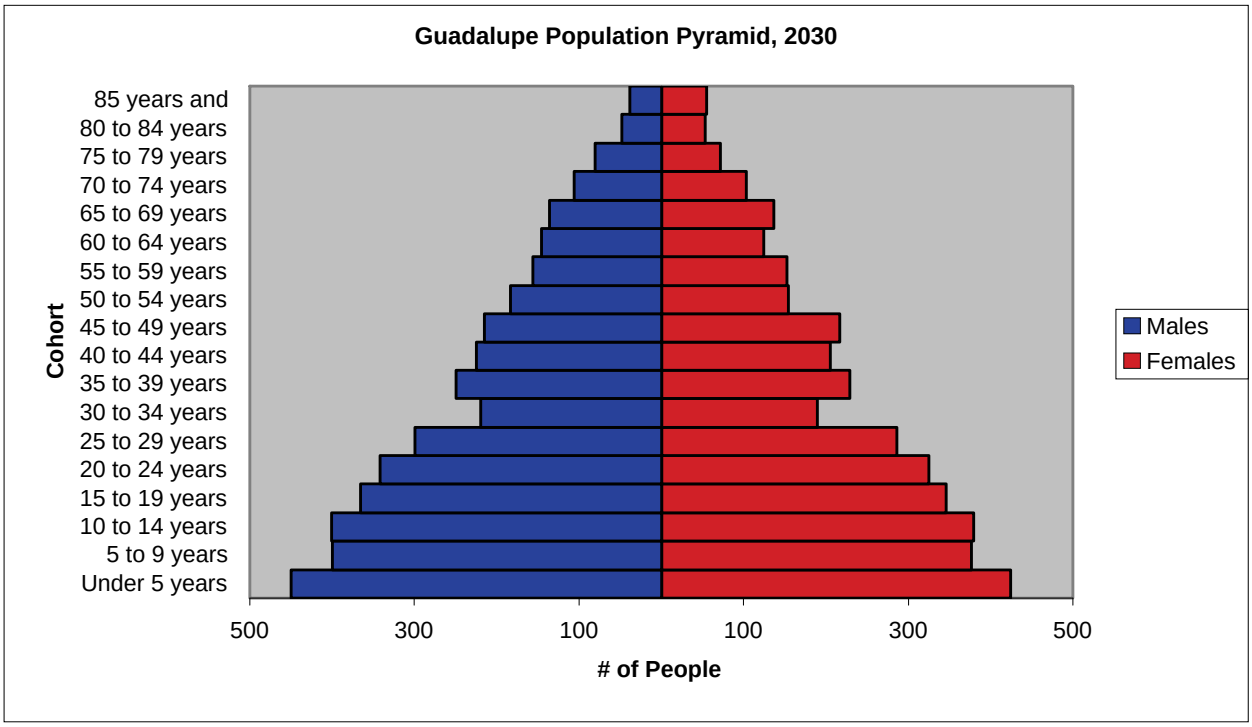
Source: US Census 2000, SF1, Table P12

Figure 3-2: Population by Sex and Age, 2015



Source: Cal Poly, 2009

Figure 3-3: Population by Sex and Age, 2030



Source: Cal Poly, 2009

Housing Projections

To accommodate the additional projected population of 1,340 people by 2030, Guadalupe will need to increase the housing stock by 453 units. This will result in a total of 1,900 dwelling units in 2030. The addition of 453 units represents a 24 percent increase in the number of housing units from the year 2000. Table 3-5 shows projected housing needs for the City in 2030. See Table 3-5.

The housing projections were calculated by a headship rate method. The ages of the heads of households of housing units are compared with the age cohorts to determine headship rates. The year 2000 was used as the base year because it had the most comprehensive data from the US Census Bureau of heads of households and group quarters population. Three assumptions were made in the headship rate calculations:

1. Headship rates in 2030 would be the same as in 2000
2. Percentage of population in group quarters in 2030 would be the same as in 2000
3. The vacancy rate in 2030 is assumed to be 2.5 percent

Table 3-5. Housing Needs, Guadalupe 2030

Year	2000	2008	2015	2030
Population	5,659	6541	7,027	7,881
Population Change	-	-	486	854
Total Housing Units	1,450	1683	1,685	1,900
Additional Housing Needs	-	-	235	215

Source: Cal Poly, 2009

In 2008, the vacancy rate in Guadalupe was 2.5 percent, which is below the five percent vacancy rate generally considered ideal. A higher vacancy rate would increase the amount of housing units needed to offset the loss of housing units that remain vacant. Between the year 2000 and 2008, Guadalupe built 233 additional housing units, most of which were built on the west side of State Route 1 (SR 1). The 2008 housing stock can accommodate the projected population for 2015.

Housing Affordability

Affordable housing is defined by the US Department of Housing and Urban Development as housing that is available at a cost no greater than 30 percent of a household's monthly income. Table 3-6 shows housing affordability in the City in 2000. In 2000, 34 percent of renters in Guadalupe were paying over 30 percent on rent and utilities. The youngest and oldest age groups of renters are hardest hit. Approximately 82 percent of Guadalupe residents aged 15 to 24 and aged 75 and older were living in unaffordable units. For owners of housing in Guadalupe, 46 percent were paying over 30 percent on mortgages.

Table 3-6. Housing Affordability, 2000

	2000			
	Renters		Owners	
Age Cohort	Number of Households	Percent Paying Greater Than 30 Percent of HH Income	Number of Households	Percent Paying Greater Than 30 Percent of HH Income
15 to 24	39	82.05%	6	0.00%
25 to 34	176	57.49%	77	29.87%
35 to 44	163	25.49%	181	53.59%
45 to 54	79	39.73%	193	33.16%
55 to 64	78	52.56%	110	6.36%
65 to 74	53	22.92%	156	35.26%
75 years and over	41	84.00%	52	36.54%
Total	**629**	**34.00%**	**775**	**46.00%**

Source: Cal Poly, 2009

Table 3-7 shows projected housing affordability for 2030 if existing housing and employment trends continue. If 2000 housing rates remain constant, 45 percent of new housing built by 2030 should be affordable. Of those affordable units, slightly less than half should be rental units and 106 should be owner-occupied.

Table 3-7. Housing Affordability, 2030

Percentage of New households that should be affordable		44.80%
	Number of owner units	97
	Number of renter units	106
	Total affordable units	203
	Total new housing need	453

Source: Cal Poly, 2009

Housing affordability depends on market conditions and government involvement. If the market fails to provide enough housing, prices will rise. When this occurs, government incentives to build affordable housing are necessary. In Guadalupe, meeting the Regional Housing Needs Allocation (RHNA) aligns with projected population housing needs.

Employment Projections

Job projections and targets are based upon employment data from the 1997 and 2002 Economic Census. Employment by sector was unavailable for Guadalupe, so its share of Santa Barbara County's total jobs was used as a basis for City employment projections.

Table 3-8 shows the number of employees within each industrial sector in Santa Barbara County for 1997, 2002 and 2007. At the time of this study, the 2007 Economic Census had not been released. As a result, a shift-share analysis was performed to project County employment by sector for 2007. Using the County employment numbers from 1997 to 2007, the annual rate of growth was calculated to be approximately 3 percent. Based on this growth rate, County employment in 2030 was projected.

Table 3-8. Santa Barbara County Employment in 1997, 2002, and 2007

	1997[i]	2002[ii]	2007[iii]
Wholesale Trade	4,282	5,606	7,339
Retail Trade	19,187	20,685	22,300
Real Estate & Rental & Leasing	2,613	3,044	3,546
Professional, Scientific, & Technical Services	6,555	9,167	12,820
Administrative & Support & Waste Management & Remediation Services	7,508	11,194	16,690
Educational Services	571	630	695
Health Care & Social Assistance	16,166	16,749	17,353
Arts, Entertainment, & Recreation	2,745	4,434	7,162
Accommodation & Food Services	17,242	17,805	18,386
Other Services (except public administration)	4,130	5,538	7,426
Miscellaneous Other	18,775	22,000	25,779
TOTAL	**99,774**	**116,852**	**136,496**

[1] 1997 Economic Census
[2] 2002 Economic Census
[3] Source: CalPoly Projection, February 2009

Given the County employment growth rate, the number of employed citizens in Guadalupe can be calculated based on its share of total County employment. Table 3-9 shows employment projections based on a share of growth. In 2002 Guadalupe's share of the County's employment was 0.3 percent. Assuming the City's share will remain the same in 2030, the number of jobs in the City in 2030 will be 575.

A built in assumption to a share-of-growth analysis is that current trends will continue indefinitely. To address this, performance standards can be set as a way to improve upon existing conditions. One area that Guadalupe has identified needing improvement is its labor force participation rate, or in other words, people who are of working age that are employed. At 54 percent, the current rate is nearly 10 percent below both County and State average participation rates. To address this issue, and in an effort to raise the labor force participation rate, alternative growth scenarios are proposed. The moderate growth scenario targets a 10

Table 3-9. Employment Projections

Year	Total Employed in Santa Barbara County	Total Employed in Guadalupe	Share of County Employment
1997	99,774	311	0.31%
2002	116,852	364	0.31%
2007	136,853*	426*	0.31%*
2030	184,719*	575*	0.31%*

*Source: Cal Poly, 2009

percent increase in the labor force participation rate and the comprehensive growth scenario targets a 20 percent increase. Further discussion on the proposed scenarios can be found in Chapter 4.

3.3 Opportunities and Constraints

Existing conditions, opportunities, and constraints all affect a city's development potential. Opportunities for development include vacant parcels, underutilized parcels and redevelopment areas. Constraints limit development potential, and include environmental conditions and regulations that specify the type of development that is allowed, such as zoning regulations or other development standards. Opportunities and constraints were considered during the formation of growth alternatives and the Preferred Scenario.

Regulation-based Constraints

Two types of constraints were identified from an analysis of existing conditions in Guadalupe: regulation-based constraints and constraints from other sources. Regulation-based constraints in Guadalupe include the City Limits, the Coastal Zone, the 100-year flood zone, seismic faults and noise sources.

Boundaries/Limits

Guadalupe's City Limits coincide with its sphere of influence. This boundary will be difficult to change considering all of the land surrounding the City is protected under Williamson Act agricultural preservation contracts and therefore cannot be developed until and unless these contracts are allowed to expire. Once property owner notice is given to the contract agency (Santa Barbara County), it takes 10 years for the property to revert to its pre-contract status. Due to this limitation, new development must occur within the City boundaries for the near future.

Coastal Zone

The south-western portion of Guadalupe lies within the Coastal Zone. The California Coastal Commission regulates development on parcels within the Coastal Zone. Such development must comply with the Local Coastal Program approved and adopted by the Coastal Commission.

Flood Zones

The City of Guadalupe has land within 100-year and 500-year flood zones. None of this land is developed or considered for future development.

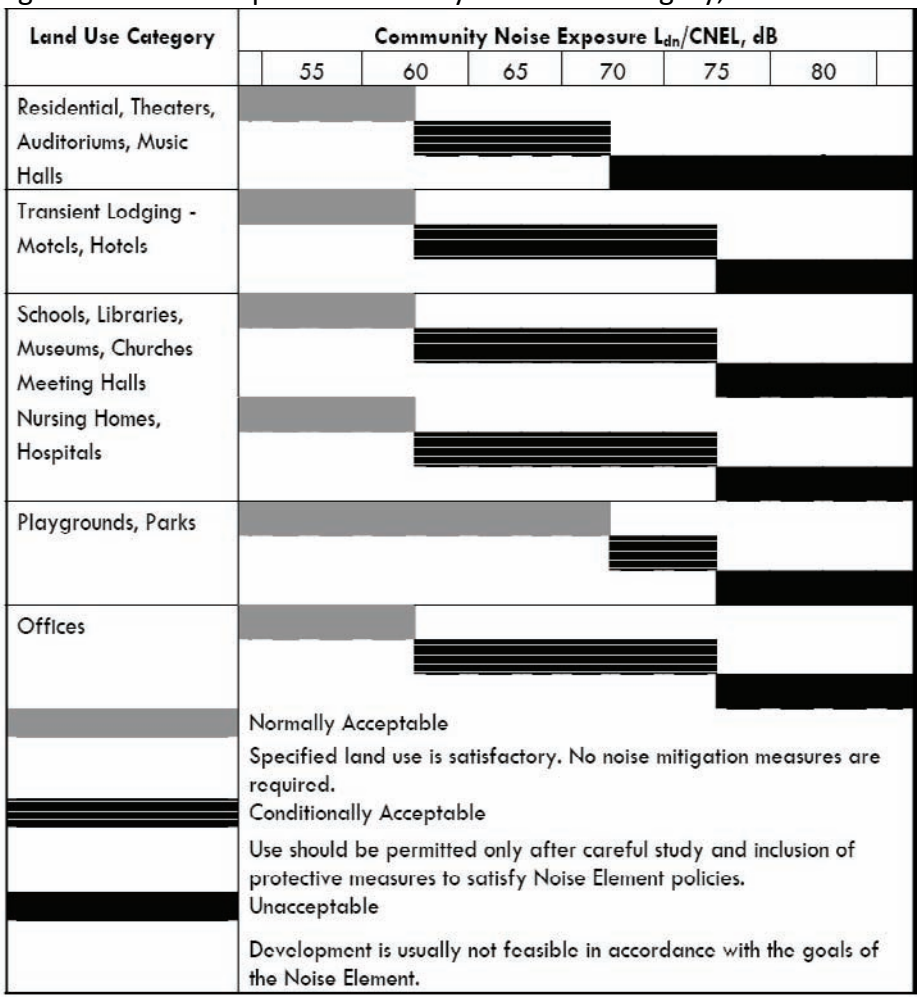
Seismic Faults

The Alquist-Priolo Earthquake Fault Zoning Act (Public Resources Code Section 2621, et seq.) restricts development on the surface traces of known active faults mapped by the State Geologist.

Noise

Noise levels for certain uses within the City are divided into three groups: normally acceptable, conditionally acceptable, and unacceptable. For residential areas, noise levels above 60 dB but less than 70 dB are acceptable with mitigation, while noise levels above 70 dB are unacceptable. Figure 3-4 shows noise exposure levels by land use.

Figure 3-4. Noise Exposure Levels by Land Use Category, dB



Source: City of Grover Beach General Plan. Noise Element; Policy Document, Vol.1. (1993)

Other Constraints

Other constrains to development include the presence of creeks and wetlands, agricultural land in Williamson Act Contracts, parks and historic public resources. Figure 3-5 illustrates constraints to development in the City.

Opportunities

Growth opportunities exist in the City's vacant and underutilized parcels, redevelopment zones and areas of potential annexation. Underutilized parcels are target areas where maximum density or development potential of the land is not realized. Financing for infrastructure and housing improvements is available through the Guadalupe Redevelopment Agency. Figure 3-6 shows a map of major opportunities for development in the City.

Vacant and Underutilized Parcels

There are approximately 26 acres of vacant developable land in Guadalupe. They are shown in Figure 3-6. Vacant parcels are dispersed throughout the City in both residential areas and commercial/retail areas. Fifty percent of vacant land is zoned residential, 30 percent commercial and 20 percent industrial. Development of these parcels is considered infill, which would have lower infrastructure costs due to existing services.

The majority of vacant parcels are in the downtown core, bordered by Eleventh Street to the north, Pacheco Street to the east, Eight Street to the south, and Pioneer Street to the west. There are also multiple downtown lots that are zoned single family residential that could be upzoned to support density in the core. The City should focus its efforts on mixed-use development and intensification of residential density in the downtown core due to Downtown's proximity to basic services and amenities. Nearby Leroy Park has the potential to serve more dense neighborhoods.

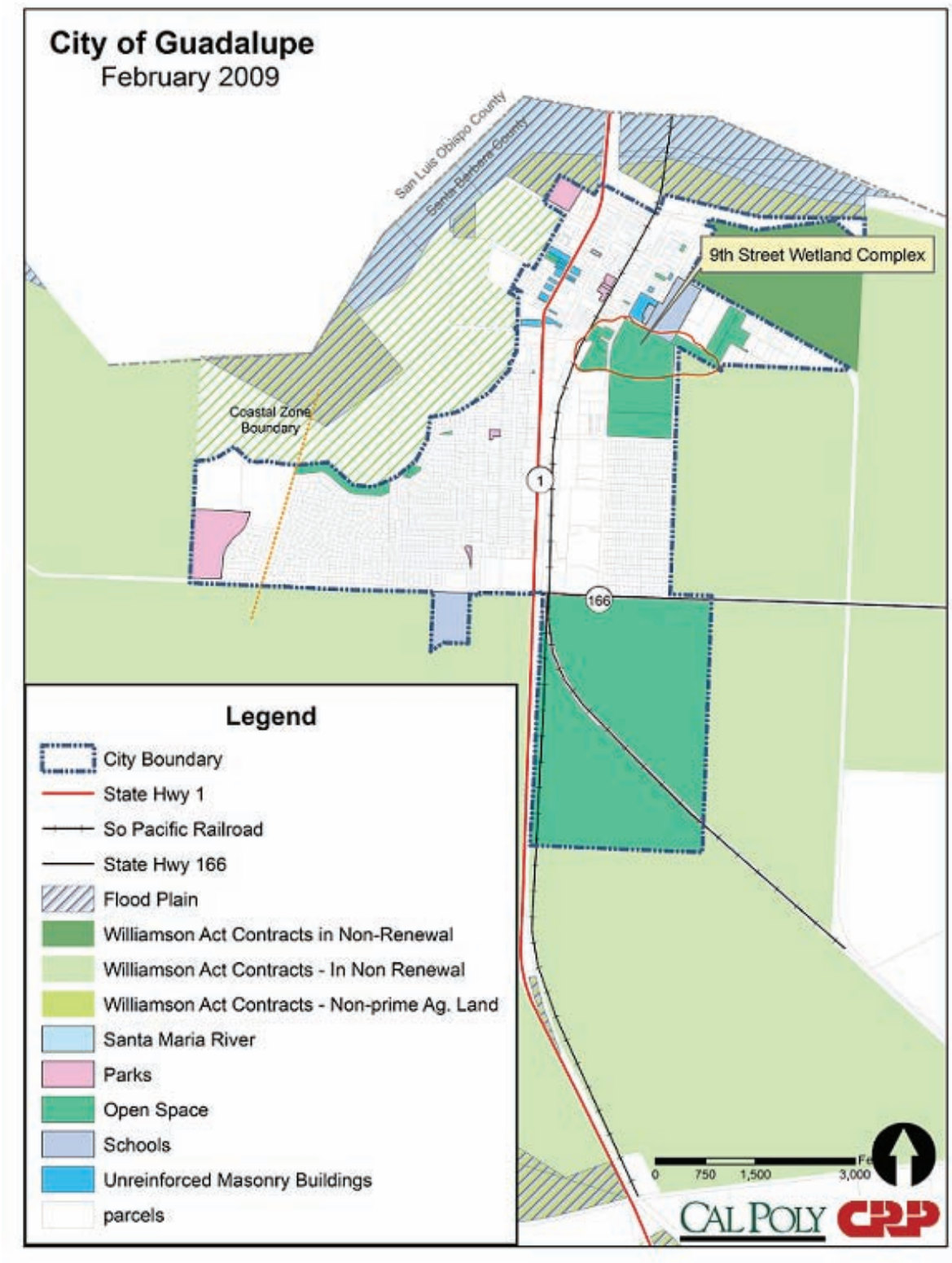
Redevelopment

The Guadalupe Redevelopment Agency continues to provide incentives for redevelopment. These incentives include subsidies for land costs, grants and low-cost loans for the renovation and rehabilitation of housing within the City. The total land which falls into the redevelopment area is 132 acres. Redevelopment of parcels in the agency's boundaries generates tax-increment revenue that is reinvested into the rehabilitation efforts.

Annexation

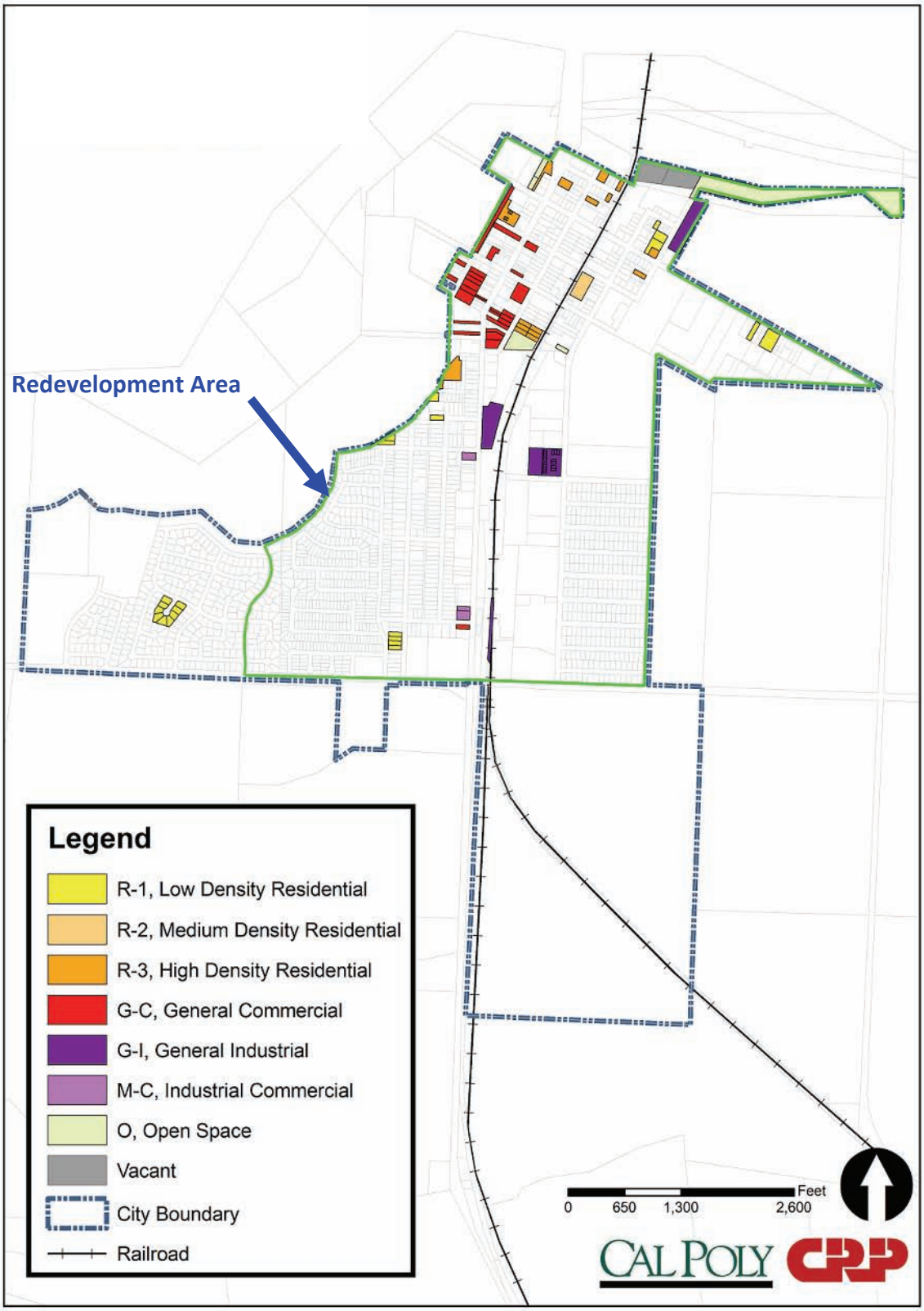
Land to be annexed must be in the City's Sphere of Influence (SOI), which is determined by the Local Agency Formation Commission (LAFCO). LAFCO made Guadalupe's sphere of influence coterminous with city limits, which precludes outward expansion unless the SOI is changed. The City has attempted to expand the SOI, but so far has been unable to do so.

Figure 3-5. Constraints to Development



Source: Cal Poly, 2008

Figure 3-6. Opportunities for Growth



Source: Cal Poly, Land Use Inventory, 2008

4.0 ALTERNATIVES

4.1 Introduction

Three alternatives are presented that target various levels of development intensity for Guadalupe's future, including possible urban forms and locations for intensification. Each alternative contains a conceptual basis, locations, densities, number of units, and intensities of potential new development. The Moderate and Comprehensive Growth Alternatives also look at how development affects specific sub-areas, or areas of focus, within the City. Community input, growth projections and opportunities and constraints guided the development of each alternative. Table 4-1 shows the growth projections and targets associated with each of the alternatives.

Population levels are the same for each alternative. The assumption is that the population will continue to grow according to natural population growth, and changes in the number of jobs will not significantly alter the City's population. The Existing Trends Alternative shows the projected number of jobs based on current employment trends. Moderate and Comprehensive Growth Alternatives have targeted numbers of jobs to achieve increases in the labor force participation rate.

Table 4-1. Growth Alternatives' Projections and Targets in Guadalupe, 2030

Alternatives	Population	Number of Jobs
Existing Trends	**7,880**	**575**
Moderate Growth	**7,880**	**690**
Aggressive Growth	**7,880**	**800**

Source: Cal Poly, 2009

Figure 4-1 shows all vacant parcels in the City of Guadalupe with current zoning standards. The vacant land map informed options for growth for each of the three alternatives.

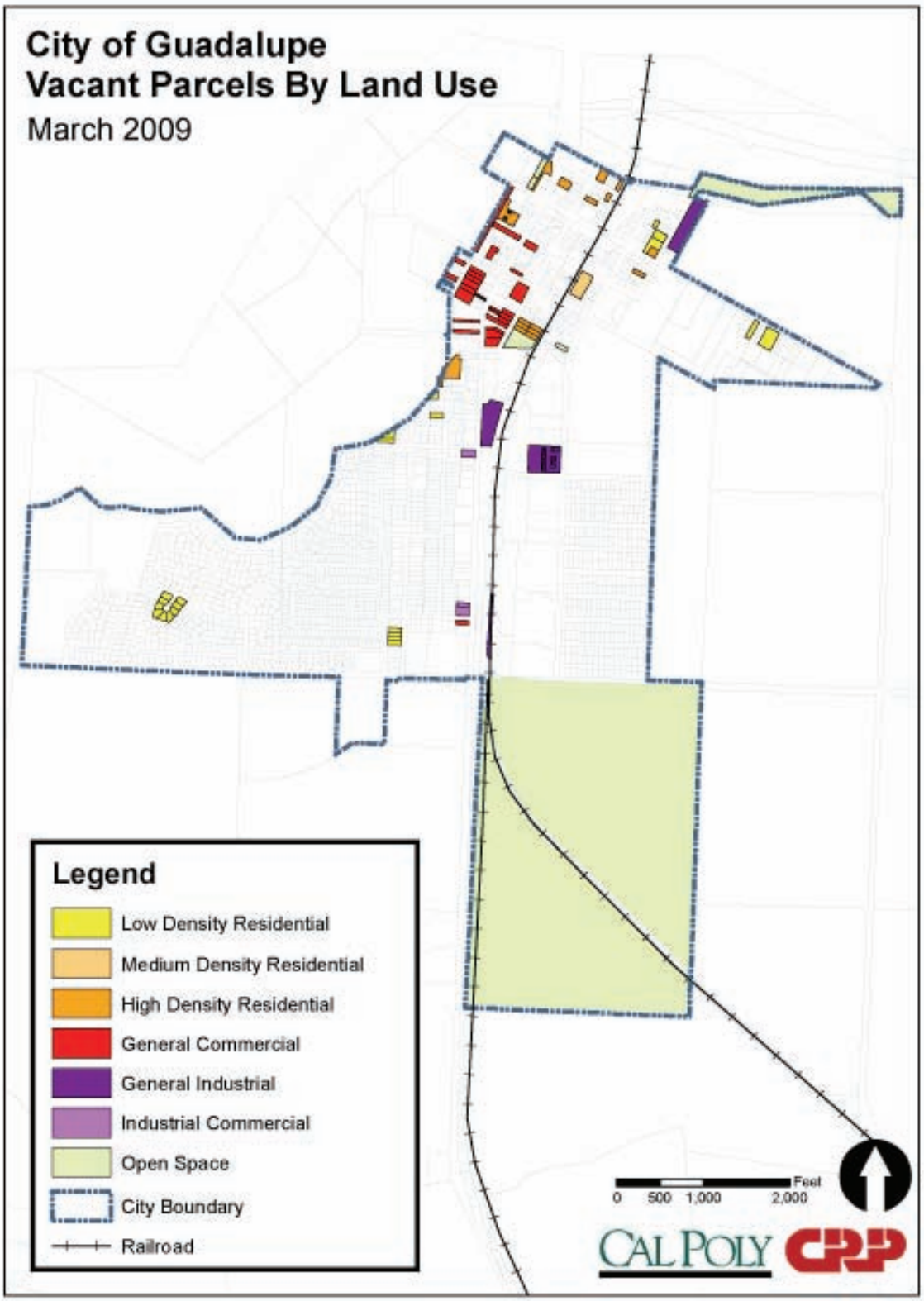
Further information for the three separate alternatives follows.

4.2 Alternative based on Existing Trends and Capacities

Conceptual Basis

The objective of this alternative is to determine how natural population growth and current employment trends will affect the land uses and development of Guadalupe through the year 2030. Guadalupe's projected population for 2030 is 7,880 people. This increase in population will require an additional 450 housing units. If economic trends continue, there will be 575 jobs in 2030. Additional commercial square footage will be needed to accommodate this projected increase in jobs.

Figure 4-1. Vacant Parcels in Guadalupe by Land Use, March 2009



Source: CalPoly, 2008

The Existing Trends alternative looks at accommodating this projected growth through developing existing vacant parcels as well as land proposed in the DJ Farms development. Underutilized parcels were excluded from this analysis because sufficient land exists within vacant parcels and DJ Farms.

Land Uses

Current land use designations informed the analysis in the Existing Trends Alternative. To form a land use concept map for 2030, vacant parcels were filled first, and then options for DJ Farms were explored. Figure 4-1 illustrates vacant parcels available for residential and commercial uses and Figure 4-2 illustrates the land use concept for the existing trends alternative. All vacant parcels are utilized to promote infill development and available land in DJ Farms is included in the land use concept.

Residential Land Uses

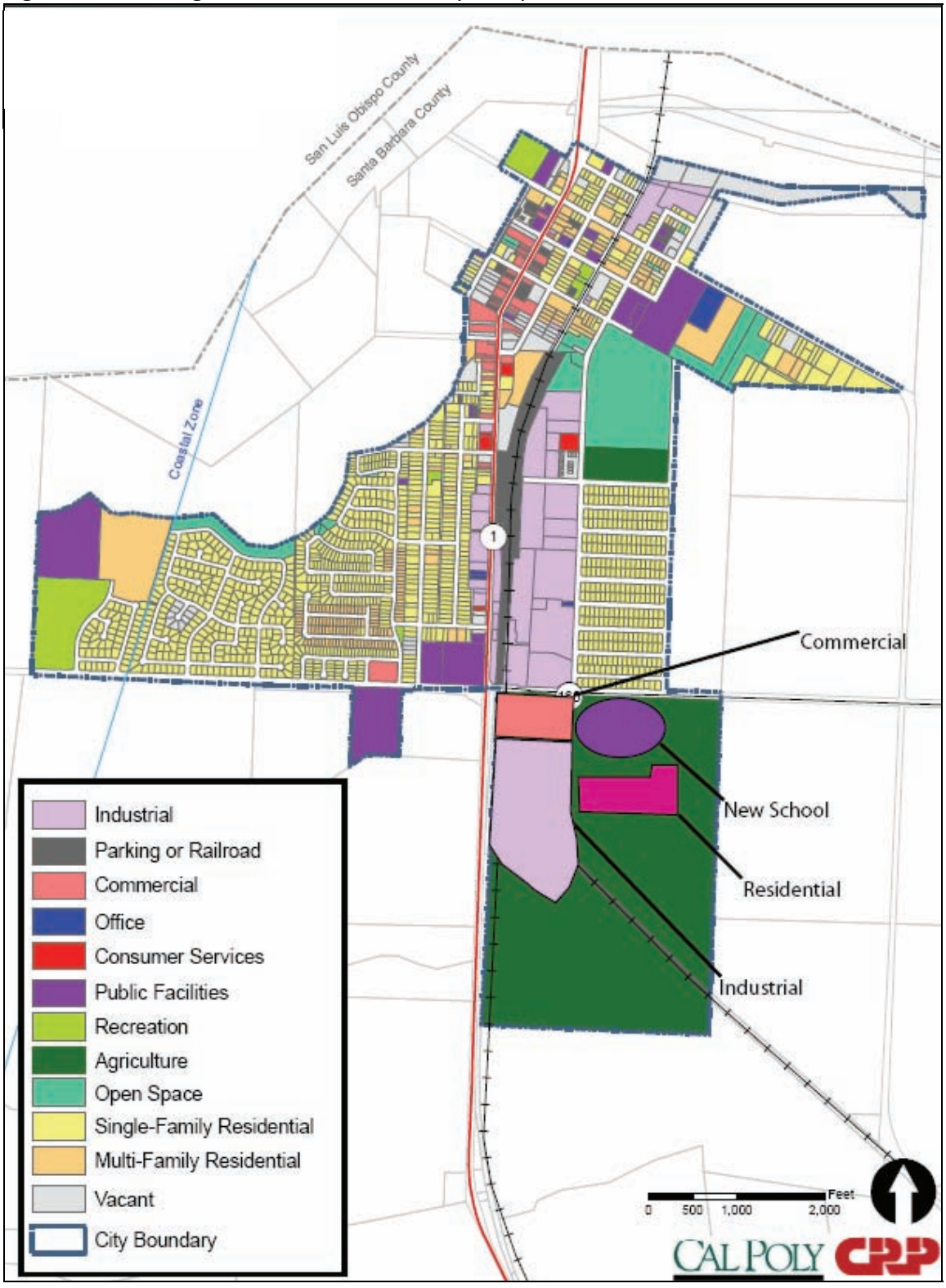
Under the Existing Trends Alternative, current housing patterns were examined to give insight into future housing needs. The information was used to determine if Guadalupe has the capacity to accommodate housing needs for projected population growth for 2030.

Guadalupe experienced a 39 percent increase in the total number of housing units from 1980 to 2003, which equals approximately 17 percent growth every 10 years (Census, 1980, 1990, 2000). From 1990 to 2000 Guadalupe's housing stock increased a mere five percent. Since 2000, Guadalupe has experienced a small housing boom, which equals an approximate increase of 14 percent in the total number of housing units.

The projected housing need for Guadalupe by the year 2030 is 450 units, based on the projected population (see Chapter 3.0). To meet this need, this alternative focuses on the development potential of vacant land and in the DJ Farms Specific Plan area. Development potential is based on density standards outlined in the current Zoning Regulations. Residential parcels are broken into four zones with different density thresholds. Vacant residential land equals approximately 12 acres in the City (Cal Poly Land Use Inventory, 2008).

Table 4-2 shows the number of units that can be built on vacant land at maximum density. The number of units that can be built equals 175. This is lower than projected housing need. However, the remaining housing need (278 units) can be accommodated in the DJ Farms Specific Plan area.

Figure 4-2. Existing Trends Land Use Concept Map



Source: Cal Poly, 2009

Table 4-2. Vacant Land Building Capacity in Guadalupe

Zone	Vacant Land (acres)	Maximum density (units per acre)	Number of units
R-1	3.94	5	20
R-1-M	1.57	10	16
R-2	1.2	14.5	17
R-3	4.75	25.6	122
Total	**11.46**		**175**
Housing Needs Projection for 2030:			*453 (rounded to 450)*

Source: Cal Poly, 2009

Table 4-3 shows that the remaining number of needed units is easily absorbed by projected residential development in the DJ Farms area. If DJ Farms is developed as proposed, with the number of acres and proposed densities shown, 1058 housing units will be built. This exceeds the housing needs under the City's existing population growth trends.

Table 4-3. Proposed Residential Development for DJ Farms Specific Plan area

Density	Land Available (acres)	Proposed Density (units per acre)	Total Units (100% development)	26% development	43% Development
Very Low	20	5	97	25	42
Low	50	8	395	103	170
Low-Medium	10	8	79	21	34
Medium	16	10	156	41	67
Small Lot	30	13	331	86	142
Total			**1058**	**275**	**455**

Source: Cal Poly, February 2009

If all vacant land is developed, only 26 percent of projected housing in the DJ Farms Specific Plan area need be developed to meet the housing need. If no vacant land is utilized, then 43 percent of the DJ Farms Specific Plan area need be developed.

It is clear that with the DJ Farms Specific Plan, Guadalupe will be able to meet projected housing need based on existing trends. Other factors not specifically evaluated here include development of secondary dwelling units (granny flats), redevelopment of underutilized parcels where full density potential is not realized, and General Plan amendments to rezone property to allow higher residential density.

Commercial Land Uses

Under the existing trends alternative, existing commercial parcels were first analyzed to determine the amount of new commercial square footage required to accommodate the projected increase in jobs by 2030. To assess commercial square footage required,. Commercial parcels were separated into three sectors based on current Guadalupe land uses: industrial, retail and services. Based on existing developed square footage, existing floor area ratios and projected jobs for each commercial category, required commercial acreage for 2030 projections under the existing intensity were determined.

Table 4-4 shows commercial acreage required to accommodate the number of jobs projected for 2030 based on existing population and employment trends in Guadalupe. In February 2009 there were a total of 12 acres of built commercial space on 46 acres of commercial land supporting 426 jobs. Existing population and employment trends suggest there will be 575 jobs in Guadalupe in 2030. 2008 Environmental Systems Research Institute (ESRI) projections were used to determine how many jobs will be in each commercial category in 2030. Common standards for number of jobs per acre of commercial space were applied to the ESRI projections and converted into square footage. The result was required square footage of building space per job in 2030, separated by commercial sector.

Once required square footage of building space per job for 2030 was determined, the results were converted into total acres needed, including building space and land. The calculations produced the total acres of land needed to accommodate the 575 jobs projected for 2030 under Guadalupe's existing building intensity.

Industrial Acreage

Under the existing building intensity Guadalupe needs a total of 43 acres of industrial space to accommodate the projected increase of industrial jobs. In February 2009 there were 33 acres of commercial space devoted to industrial uses, indicating a need for 10 additional acres of industrial space by 2030. In February 2009 there were 29 acres of vacant industrial land, therefore there is enough vacant land to accommodate industrial job growth for 2030 through infill development.

Retail Acreage

Under the existing building intensity Guadalupe needs a total of 21 acres of retail space by 2030 to accommodate projected jobs in the retail sector. In February 2009 there were 10 acres of retail space. To accommodate projected retail jobs Guadalupe will need 11 additional acres. In February 2009 there was one acre of vacant retail land, indicating Guadalupe will need to use the existing vacant parcel for retail and designate ten additional acres for retail by 2030.

Table 4-4. Commercial Acreage Projections

	Industrial	Retail	Services	Total Commercial (100%)
Existing Commercial Building, Sq. Ft.	334,465	164,388	43,834	542,686
Existing Acres of Commercial Land	33	10	3	46
Existing Vacant acres	29	1	0	30
Floor Area Ratio (FAR)[1]	0.23	0.37	0.31	0.27
Commercial sq. ft. per acre	10,135	16,117	13,504	
ESRI 2008 Projections of Percentage of jobs in each commercial category	35%	20%	45%	100%
Projected Number of Jobs in 2030	**201**	**115**	**259**	**575**
Common Standard for jobs/acre	20 jobs/ acre	15 jobs/ acre	65 jobs/ acre	
Sq. Ft. required per job	2,178	2,904	670	
Total sq. ft. needed for each commercial sector	438,323	333,960	173,402	945,685
Total acreage needed for each commercial sector by 2030	43	21	13	77
Existing acreage being used for each commercial sector	33	10	3	46
Additional acreage needed by 2030	**10**	**11**	**10**	**31**

[1]FAR equals the square footage of built space on a given lot divided by the square footage of that lot

Source: Cal Poly, February 2009

Services Acreage

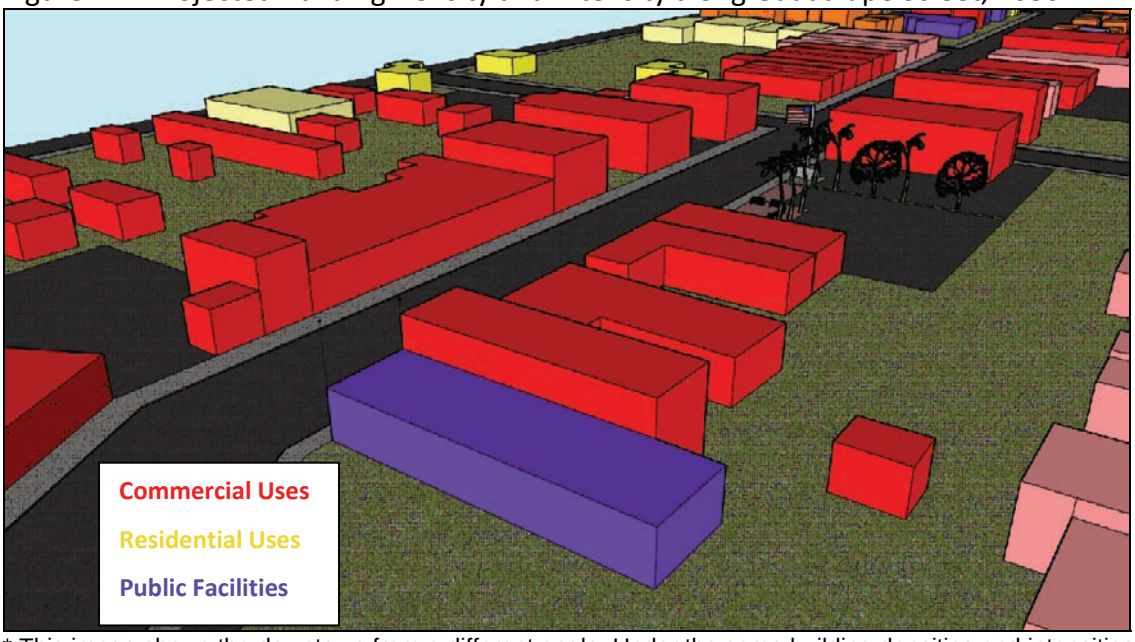
To accommodate projected growth in service jobs Guadalupe needs a total of 13 acres of land devoted to the services sector by 2030. Currently there are three acres of land being used for services, which means Guadalupe must acquire 10 additional acres of land for services by 2030. In February 2008 there were no vacant parcels available for this use, so all 10 acres must come from redevelopment of other existing uses or from the DJ Farms Specific Plan Area.

Figures 4-3 and 4-4 illustrate potential building density in the Downtown Core and along Guadalupe Street for the year 2030 if current growth patterns continue and infill is used to develop vacant parcels. If infill development is used, Guadalupe has sufficient commercial acreage to accommodate projected job growth in the industrial sector. However, to accommodate projected job growth in the retail and services sectors, acreage for those uses will need to be developed in the DJ Farms area.

Figure 4-3. Projected Building Density and Intensity in Downtown Core, 2030

* This image shows potential building densities and intensities under existing growth and development patterns for Guadalupe in 2030. Under this scenario building heights are 1-2 stories in the Central Business District and buildings remain single-use buildings. Potential densities and intensities of new commercial buildings located along Olivera Street are also shown.
Source: CalPoly, February 2009

Figure 4-4. Projected Building Density and Intensity along Guadalupe Street, 2030



* This image shows the downtown from a different angle. Under the same building densities and intensities shown in Figure 4-3.
Source: CalPoly, 2009

4.3 Alternative based on Moderate Growth

The Moderate Growth Alternative focuses growth on the main arterial/thoroughfare (Highway 1) that bisects the City. The growth is intended to be more in terms of economic gains, creating a more vibrant downtown, than in terms of population growth or outward suburban expansion. The projected population for 2030, like each of the proposed alternatives, is assumed to be the same at 7,880, based on natural growth.

Conceptual Basis

The intent of the Moderate Growth Alternative is to meet projected commercial and housing needs by addressing the following:

- Infill of vacant land first, then concentrating development in the downtown core
- Improve jobs/housing ratio
- Maximize efficiency of existing public services and infrastructure
- Mixed-Use Corridor (residential above ground floor retail) along Guadalupe St.
- Two-stories
- Maintain commercial/industrial development in current location
- New elementary school to address current overcrowding
- Park/Open Space/Plaza in downtown

The primary goal of the Moderate Growth Alternative is to create an environment in which the City can improve the jobs/housing ratio and encourage economic growth, achieved through an increased sales tax base and rising incomes. The Moderate Growth Alternative includes a 10% increase to match the County labor force participation rate of 65 percent, meaning 690 jobs total. In order to accommodate these additional jobs as well as 450 additional housing units for the additional population growth, it is appropriate to exhaust all infill opportunities, developing vacant and underutilized land first (Figure 4-5), and concentrate growth in the downtown core to promote a higher density, pedestrian-friendly, compact, mixed-use environment with residential uses above retail and service commercial uses. The emphasis should be on an eventual jobs/housing balance with more local and tourist serving retail. Although market conditions will affect the outcome, office uses may be appropriate on the second floor of such buildings.

Under this Moderate Growth Alternative, the goal is focused redevelopment along Guadalupe Street in the Central Business District, minimizing the need for infrastructure expansion, reducing costs, and maximizing efficiency of existing public services. Under this alternative, the DJ Farms Specific Plan area does not need to be developed for the 2030 planning horizon in order to accommodate projected commercial and housing needs. There is enough land within

the current urban area. If DJ Farms is to be developed by 2030, the Moderate Growth Alternative will include development of only the northernmost portion of the Specific Plan area. The land along Main Street will consist of a retail corridor, abutted by medium-density residential uses and a tapered (or tiered) effect as residential development moves south. The southernmost (majority) portion of the DJ Farms Specific Plan area would be made up of both passive and active (recreational) open space for the community to enjoy.

Areas of Focus

Along Guadalupe Street, this proposal includes an amendment of the entire General Commercial (G-C) area to be Mixed Use - Specific Plan (MIX-SP). A specific plan is appropriate for this area to determine the desired look and feel, urban design, scale, and appropriate mix of land uses. Flexible parking requirements will be provided as an incentive for developers who wish to utilize the maximum building height and increase density. Based on community input, it seems appropriate to encourage a maximum building height of two stories in the downtown core, focusing development "in and up" rather than unnecessary additional infrastructure costs that would result from outward expansion. The two-story buildings are appropriate along the block immediately facing either side of Guadalupe Street. Preservation of historic buildings, whether officially designated or not, is essential to foster the Community's sense of place. Nonetheless, if appropriate measures are taken to preserve such buildings through architecturally sensitive remodels, developers will be allowed to build to the maximum two-story building height of 24-feet.

Land Uses

The proposed land use concept map is shown in Figure 4-5. Focused redevelopment in the Moderate Growth Alternative is contiguous with the current General Commercial (G-C) Zone. The proposed mixed-use area with the two-story maximum building height is the block immediately west of Guadalupe Street and the block immediately east of Guadalupe Street. All other areas within the newly-zoned Mixed Use - Specific Plan (MIX-SP) Zone (on each side of Pioneer Street, and on each side of Olivera Street) have a maximum building height of one- to two-stories to tier down and fit with existing single-family neighborhoods and prevent the blocking of any views towards the Dunes to the west. The new General Plan land use designations proposed for the Moderate Growth Alternative are: Mixed-Use Corridor and Medium Density Residential. Table 4-5 below illustrates the proposed land use designations, number of stories, dwelling units and floor area ratio associated with the proposed land uses in the Moderate Growth Alternative.

Residential Land Uses

To accommodate the additional population of 1,340 people, Guadalupe will need to build 453 residential units. There are two main areas of opportunities for residential growth: allowing residential in the commercial areas (mixed-use corridor); and developing vacant residential land within the city. At a density of 10 to 15 dwelling units/acre for residential, on 13 acres, the mixed-use corridor can accommodate 130 to 195 dwelling units. The residential portion of the

Table 4-5. Proposed Land Uses in the Moderate Growth Scenario

Proposed Land Use Designation	Number of Stories	Residential Density	Commercial Retail Floor Area Ratio	Industrial Floor Area Ratio
Mixed-Use Corridor	2	10-15 DU/Acre	0.8-1.0	0.2-0.5
Medium-Density Residential	2	10-15 DU/Acre	N/A	N/A

Source: Cal Poly, February 2009

downtown area consists of approximately 15 acres; and with a density of 10 to 15 dwelling units/ acre, that accounts for 150 to 225 potential dwelling units. This comes to a maximum total of 595 dwelling units, which is over target for 2030. The downtown area includes several historical buildings, and although these have not been officially designated as being historical, some owners or residents may seek their preservation. The preservation of some of these structures may restrict the amount of mixed-use, therefore affecting the number of residential units that can realistically be built.

Vacant residential land consists of about 11.5 acres, which in its current zones can account for 103 dwelling units. This is further broken down by type: 22 units of single-family; 10 units of duplexes; and 71 units of townhomes. As can be seen in Tables 4-6 and 4-7, most of the growth is concentrated in the downtown area, or mixed-use corridor. At both the minimum and maximum proposed densities, Guadalupe has the ability to house its projected population by 2030. The Moderate Growth Alternative meets the housing needs if at least 76 percent of the maximum allowed dwelling units are built.

Table 4-6. Potential Additional Residential Units in Moderate Growth Alternative

	Minimum	Maximum
Redevelopment Areas	280	420
Vacant Land	175	175
Total	455	595
Over (Under) 450 Unit Target	2	142

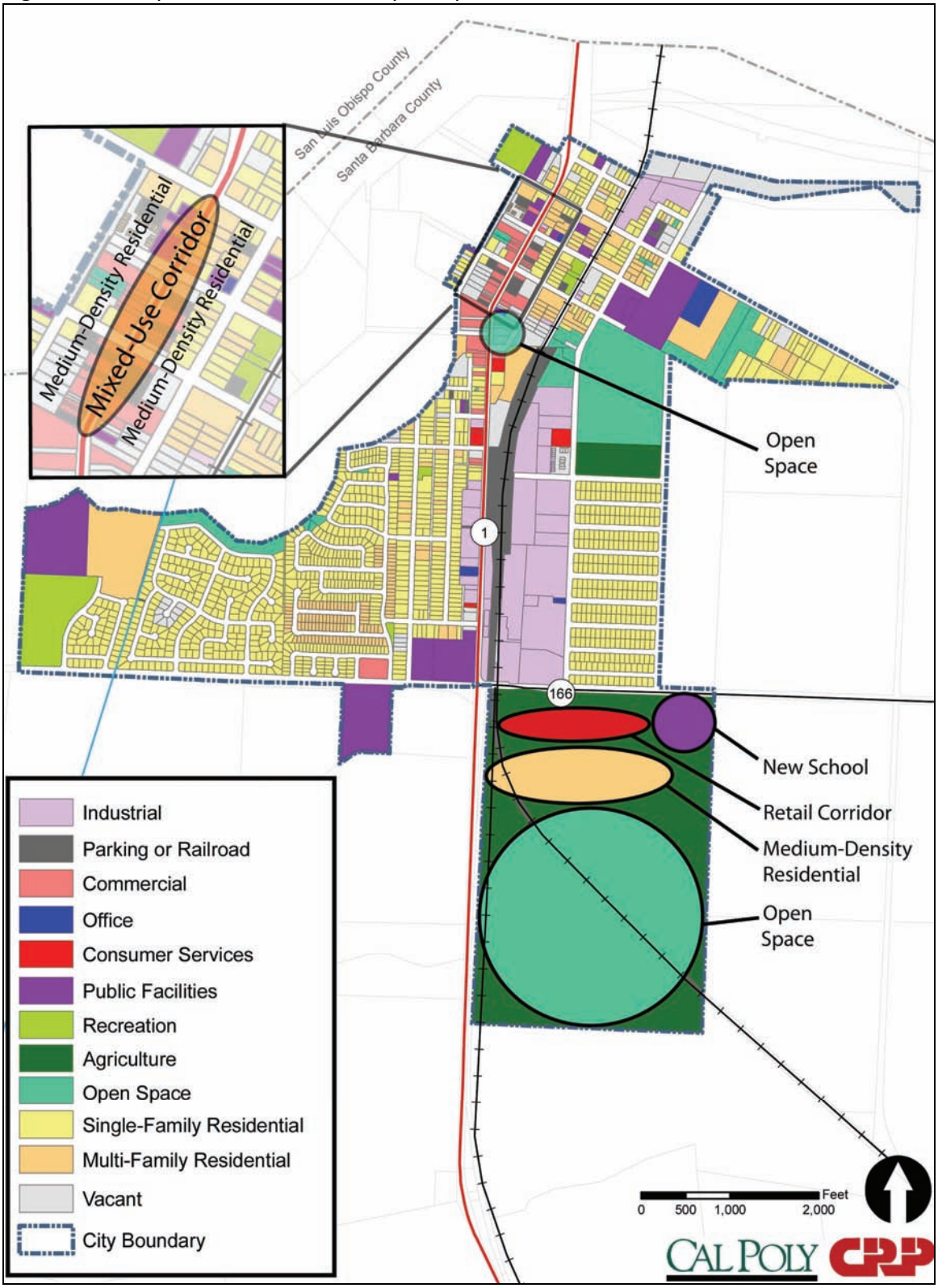
Source: Cal Poly, 2009

Table 4-7. Residential Potential in Moderate Growth Alternative

			Residential Potential	
Redevelopment Area	**Acres**	**Density**	**Minimum**	**Maximum**
Mixed-Use	13	10-15 du/acres	130	195
Residential	15	10-15 du/acres	150	225
Total	28		280	420

Source: Cal Poly, 2009

Figure 4-5. Proposed Land Use Concept Map: Moderate Growth Alternative



Source: Cal Poly, 2009

Commercial and Industrial Land Uses

Commercial projections for the Moderate Growth Alternative analyze the square footage needed in order to accommodate growth beyond the Existing Trends Alternative. The additional growth originates from a job target set to meet existing County and State labor force participation rates. The same common standards for jobs per acre and percentage of jobs per commercial sector used in the existing trends projection were applied to determine the amount of commercial acreage needed in 2030.

Table 4-8 shows the commercial acreage required to meet the 2030 jobs target. To meet the target of 242 industrial jobs, 138 retail jobs, and 311 service jobs, Guadalupe will need 79 acres of commercial land. Given the 46 acres of existing commercial land, the City will need to provide an additional 33 acres.

Table 4-8. 2030 Commercial Acreage Projections needed to meet Job Targets

	Industrial	Retail	Services	Total
Target Jobs for 2030	242	138	311	691
Floor Area Ratio (FAR)	0.2	0.8	0.8	-
Sq. Ft. Needed by 2030	527,076	400,752	208,418	1,136,246
Acreage Needed by 2030	61	12	6	79
Existing acreage	33	10	3	46
Additional acreage needed by 2030	**28**	**2**	**3**	**33**
Available vacant acreage	**29**	**1**	**0**	**30**

Source: Cal Poly, 2009

Industrial Acreage

Under the proposed building intensity, Guadalupe needs a total of 61 acres of industrial space to accommodate 242 jobs in 2030. Given the existing 33 acres and the 29 acres of vacant space, there is enough existing land to accommodate the growth in industrial jobs by 2030.

Retail Acreage

To accommodate 138 jobs in the retail sector Guadalupe needs a total of 12 acres of retail space by 2030. Given the 10 acres of existing retail space, and one acre of vacant land, 1 additional acre of retail will need to be created by 2030. To accomplish this City could designate the northern portion of DJ Farms along Main Street as mixed-use or convert an existing acre of land to retail.

Service Acreage

To accommodate 311 jobs in the service sector Guadalupe needs a total of 6 acres. With three acres existing and zero acres vacant, this will require 3 additional acres for service jobs. This

additional land could be designated at DJ Farms, accommodated through the redevelopment of existing uses, or through a combined approach.

Commercial Potential

One of the tools available to Guadalupe to meet its commercial land needs in 2030 is an adjustment of its floor area ratio (FAR). Existing FARs within the City are 0.3, meaning that for every acre (43,560 square feet) designated commercial/industrial, approximately 13,000 square feet of floor space is developed. Raising the FAR would increase existing commercial square feet, encourage infill development, and reduce the City's need to develop new land.

Table 4-9 displays the increase in commercial square feet that could be provided through an increase in the FAR. The Moderate Growth Alternative proposes an FAR between 0.2 and 0.5 for industrial, and between 0.8 and 1.0 for retail and services. A FAR of 0.5 would create 508,000 additional industrial square feet. A retail and services FAR between 0.8 and 1.0 would create between 223,000 and 261,000 square feet for retail and between 158,000 and 177,000 square feet for service. In total, increased FARs could provide between 381,000 and 946,000 commercial square feet, a substantial portion of the City's commercial land need for 2030.

Table 4-9. Potential Additional Commercial Square Footage

	Existing Square Feet	Proposed FAR	Net Increase in Sq. Ft.
Industrial	334,000	0.2 - 0.5	0 - 508,000
Retail	164,000	0.8 - 1.0	223,000 - 261,000
Services	44,000	0.8 - 1.0	158,000 - 177,000
Total	**542,000**	**-**	**381,000 - 946,000**

Source: Cal Poly, February 2009

Figure 4-6 illustrates potential building density in Downtown Guadalupe for the year 2030 under the moderate growth Alternative. Through increasing FARs and encouraging greater density in downtown, the City can accommodate much of the job growth projected in the retail and services sectors.

Moderate Growth Alternative Sub-Areas

The two new land use designations, or sub-areas, specified in this Alternative are Mixed-Use Corridor and Medium-Density Residential. Existing dwelling unit totals are as of the October 2008 existing land use inventory. Existing commercial square footage was estimated by analyzing aerial photography.

Mixed-Use Corridor

The two to three-story Mixed-Use Corridor is proposed along both sides of Guadalupe Street (Highway 1), from Tenth Street south towards the intersection of Olivera Street and Guadalupe Street. This area is currently zoned General Commercial (G-C), the area known as the Central Business District. There are 208,000 square feet of commercial retail and services. The new Mixed-Use Corridor designation would allow for 10 - 15 dwelling units per acre and 0.8 to 1.0

Figure 4-6. Projected Building Density and Intensity in the Downtown Core, 2030

* This image shows potential densities and intensities of development along Guadalupe Street and Olivera Street for 2030 under the Moderate Growth Alternative. In this image, building heights in the Central Business District (CBD) are two to three stories, and new commercial space is added along Olivera Street. This image also includes new mixed-use buildings, shown in green, in the CBD.
Source: Cal Poly, February 2009

commercial/retail Floor Area Ratio, for a net increase of 420 to 560 dwelling units, 158,000 to 177,000 net square feet of commercial space, and 223,000 to 261,000 net square feet of retail space (see Table 4-7 for residential and 4-9 for commercial potential).

On top of one of the three-story buildings in a central location in downtown, a "Lookout to the Dunes" point of interest with viewing stations for tourists would be a welcome addition to allow visitors a view of the Dunes from downtown, creating a symbolic connection to the Guadalupe-Nipomo Dunes while allowing tourists to shop and eat in downtown, bolstering the local economy and increasing sales tax revenue so more services can be provided in the future.

Medium-Density Residential Sub-Areas
The two-story Medium-Density Residential Sub-Areas apply to any land within the current General Commercial (G-C) zone and outside of the proposed Mixed-Use Corridor. This area is currently zoned General Commercial (G-C). There are 12 existing dwelling units. The new Mixed-Use Corridor designation would allow for 10 - 15 dwelling units per acre, for a net increase of 150 to 225 dwelling units (see Table 4-7).

Two-story buildings are appropriate for a tapering (or tiered) appearance to match single-family neighborhoods both east and west of Guadalupe Street. This encourages compatible building

heights to carefully co-exist with one- and two-story buildings in these areas more distant from Highway 1.

4.4 Alternative based on Comprehensive Growth

The Comprehensive Growth Alternative focuses on key areas of Guadalupe for a compact urban infill development Alternative. Focal points of development include a Mixed Use Corridor located along Guadalupe Street at the north end of the City, a Medium-High Density Residential Corridor along Pioneer and Olivera Streets, an Industrial Corridor located along southern Guadalupe Street, and the DJ Farms Specific Plan area. Growth in this Alternative focuses on generating jobs and creating a more vibrant downtown, rather than emphasizing population growth or outward suburban expansion. The projected population for 2030, like each of the proposed Alternatives, is assumed to be the same at 7,880 residents, based on natural growth.

Conceptual Basis

Because the City of Guadalupe has a lower labor force participation rate than Santa Barbara County as a whole, the primary goal of the Comprehensive Growth Alternative is to encourage economic growth in the City, achieved through an increased sales tax base and rising incomes. The Comprehensive Growth Alternative includes a 20 percent increase in the County labor force participation rate when compared to the Existing Trends Alternative, meaning 800 jobs total, or an increase of 374 jobs. In order to accommodate these additional jobs as well as 450 additional housing units (as required by the projected increase in population), it is appropriate to maximize all infill opportunities, develop vacant and underutilized land first, and concentrate growth in the downtown core. The ultimate goal of the Comprehensive Growth Alternative is to promote a higher density, pedestrian-friendly, compact, mixed-use environment with residential uses above locally serving retail and service uses. Depending upon market forces, office uses may also be located within the upper stories throughout the Mixed-Use Corridor. The overall emphasis should be on an eventual jobs/housing balance with more local- and tourist-serving retail.

The Comprehensive Growth Alternative involves creation of a vibrant downtown district including vertically mixed land uses. Development will be concentrated in the Central Business District along Guadalupe Street. This Alternative will increase residential capacity along Guadalupe, Pioneer and Olivera Streets and incorporate a mix of community-serving retail and medium-high density residential units. Job generating industrial and office uses are planned to be expanded along the Industrial Corridor which runs north and south between Ninth and Main Streets. The Industrial Corridor will also feature a mixed use component of retail and office use along southern Guadalupe Street to provide a transition from industrial to commercial land uses.

Under this Comprehensive Growth Alternative, the goal is focused redevelopment which will minimize the need for infrastructure expansion and will allow the City to maximize use of existing public services. The DJ Farms Specific Plan area will not need to be developed to accommodate 2030 projected residential needs. It may however, accommodate a retail

corridor along Main Street (Highway 166) with eventual development of medium to medium-high density residential uses as the need for housing units moves southward. The southern half of the DJ Farms site would remain in open space featuring passive and active recreational uses for the community to enjoy. A core principle of the Comprehensive Growth Alternative is the need to sustain quality of life for Guadalupe residents through job generation and creation of a vibrant, walkable downtown core with locally serving amenities and diversity of housing options.

Land Uses

The Comprehensive Growth Alternative focuses opportunities for future growth in three main areas: the Central Business District, the Industrial Corridor, and the DJ Farms Specific Plan Area. The combined areas encompass approximately 273 acres. The proposed land use concept map is shown in Figure 4-7. New General Plan land use designations proposed for this redevelopment Alternative are: Medium-High Density Residential (MHDR) and Mixed-Use Specific Plan (MIX-SP). Focused redevelopment in the Comprehensive Growth Alternative is contiguous with the current General Commercial (G-C) zone which encompasses roughly 28 acres in the Central Business District located generally north of Fifth Street, east of Pioneer Street, west of Olivera Street and south of Eleventh Street. This area will feature three story buildings containing residential above ground floor retail. Parcels fronting Olivera and Pioneer Streets will be developed with up to two stories of ground floor retail and medium-high residential uses. Additionally redevelopment is proposed along the Industrial Corridor which encompasses roughly 36 acres and will retain its existing Industrial land use designation with the exception of those parcels fronting Guadalupe Street which will be designated as part of the Mixed Use Corridor. The DJ Farms Specific Plan area will feature a Mixed Use Corridor along Main Street, Medium-High Density Residential, a school site and open space.

Table 4-10 defines the specifications of proposed land use designations including number of stories, residential density, and floor area ratio allowable for each land use type.

Table 4-10. Proposed Land Uses for the Comprehensive Development Alternative

Proposed Land Use Designation	Number of Stories	Residential Density	Commercial/Retail/Industrial Floor Area Ratio
Mixed-Use Corridor	3	15-20 DU/Acre	1.0 – 1.2
Medium-High Density Residential	2	15-20 DU/Acre	NA
Industrial	2	NA	0.5 – 0.7

Source: Cal Poly, February 2009

Residential Land Uses

As determined by the projections in Chapter 3.0, the population of Guadalupe is expected to increase from 6,541 to 7,880 residents by 2030, which is an increase of 1,340 people. To accommodate this target population the City will need to build an additional 453 units. There

are two main opportunities for residential growth in the Comprehensive Development Alternative: incorporating residential uses into the commercial area of downtown (the Mixed-Use Corridor) and developing residential uses on vacant land. Vacant residential land consists of roughly 11.5 acres and can support 175 residential units. Table 4-11 illustrates the total number of residential units which may be accommodated in the redevelopment areas and on vacant land within the City.

Table 4-11a. Potential Additional Residential Units, Comprehensive Development Alternative

	Minimum	Maximum
Redevelopment Areas	420	560
Vacant Land	175	175
Total	**495**	**735**
Over/Under 453 Unit Target	142	282

Table 4-11b. Potential Additional Commercial Space, Comprehensive Development Alternative

			Residential Potential	
Redevelopment Area	Acres	Density	Minimum	Maximum
Mixed-Use	13	15-20 du/acres	195	260
Residential	15	15-20 du/acres	225	300
Total	28		**420**	**560**

Source: Cal Poly, 2009

Commercial and Industrial Land Uses

The Comprehensive Growth Alternative seeks to increase workforce participation in the City of Guadalupe by 10 percent above the Moderate Growth Alternative for a participation rate of 75 percent. This equates to 800 jobs that need to be accommodated in the City by 2030 through development of additional commercial and industrial building square footage. Commercial projections for the comprehensive growth alternative analyze the square footage needed beyond the growth of the moderate Alternative. Common standards for jobs per acre and percentage of jobs per commercial sector were applied to job targets in order to determine the amount of commercial acreage needed in 2030.

Table 4-12 shows the commercial acreage required to meet the 2030 jobs projection based on comprehensive growth for population and employment. In February 2009 there were 46 acres of commercial land supporting 426 jobs. To accommodate the 800 targeted jobs, 107 acres of commercial land will be needed. This is an increase of 61 acres above the existing supply. Table 4-12 illustrates the existing commercial building square footage within the City organized by industrial, retail and service uses. The number of jobs was projected for each sector in 2030 and the number of square footage to support those jobs was calculated and converted to additional acreage needed by 2030. Additionally, the FAR is increased to 1.0 – 1.2 for retail/services and

0.5 – 0.7 for industrial uses to encourage infill redevelopment, higher densities within downtown and more intensive industrial development.

Table 4-12. Commercial Acreage required to meet the Comprehensive Growth Alternative

	Industrial	Retail	Services	Total
Target Jobs for 2030	280	160	360	800
Floor Area Ratio (FAR)	0.5 – 0.7	1.0 – 1.2	1.0 – 1.2	-
Sq. Ft. Needed by 2030	609,840	464,640	241,255	1,315,735
Acreage Needed by 2030	60	29	18	107
Existing acreage	33	10	3	46
Additional acreage needed by 2030	**27**	**19**	**15**	**61**

Source: Cal Poly, 2009

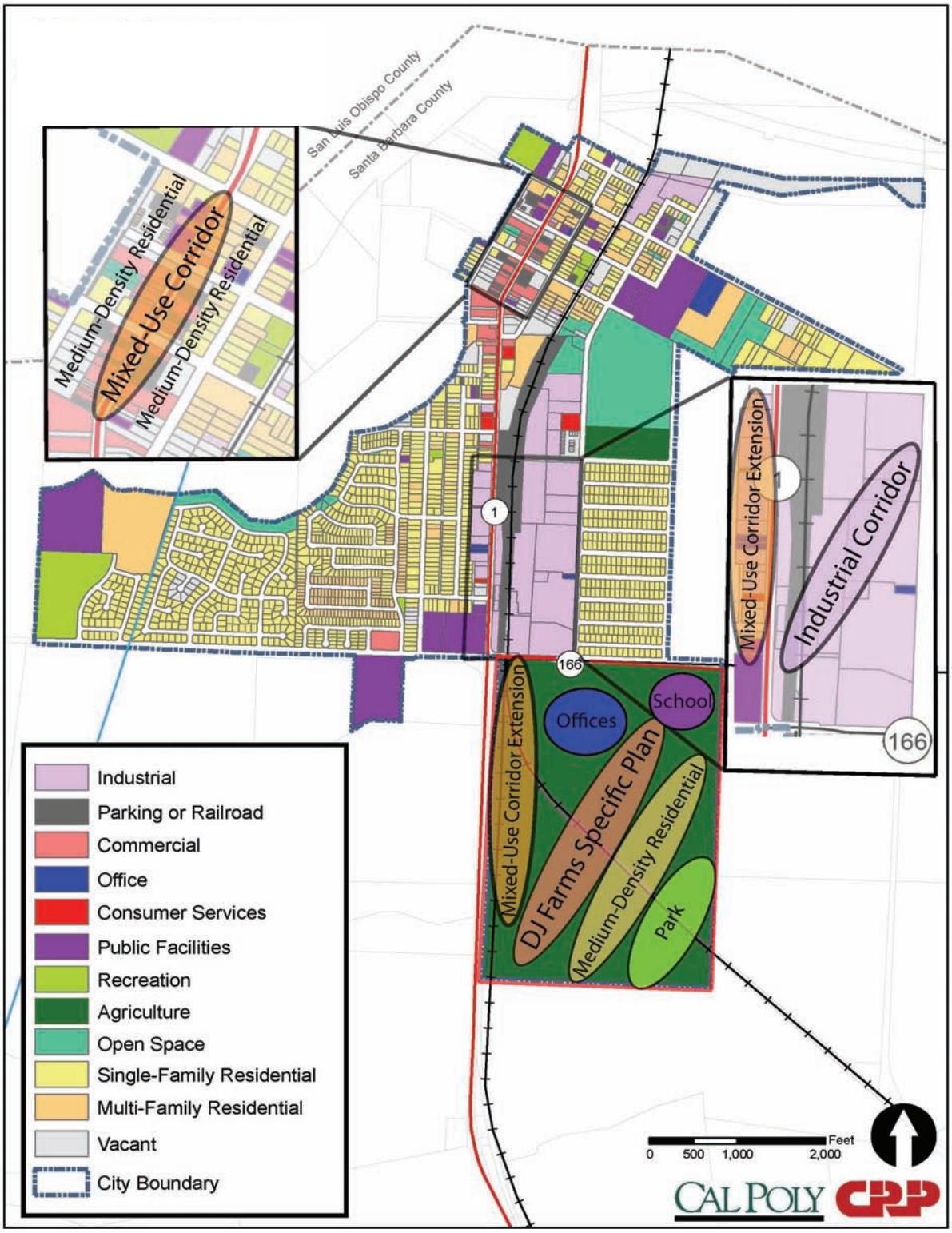
Under the proposed Comprehensive Growth Alternative, Guadalupe needs an additional 27 acres of industrial space to accommodate the 280 jobs targeted for 2030. The existing 33 acres of industrial land combined with the 29 acres of vacant industrial property within the City will meet the need for industrial land to accommodate growth of industrial jobs through 2030.

To accommodate an additional 160 retail sector jobs by 2030, Guadalupe will need to provide 19 acres for retail use. Ten acres of existing retail uses combined with one acre of vacant retail land will require the City to provide eight acres for retail uses which can be accommodated by extending retail uses along the southern Guadalupe Street mixed use corridor and by designating a portion of the DJ Farms Specific Plan area for retail use.

To accommodate an additional 360 service jobs, the City of Guadalupe needs to supply 15 acres of land for service uses. Three acres of existing service uses combined with one acre of vacant land zoned for service use results in an overall requirement of 11 acres needed to support additional service sector jobs. Intensification of commercial development in the Central Business District through increased Floor Area Ratios could accommodate service jobs as could allocation of commercial uses to the DJ Farms Specific Plan Area.

Increasing Floor Area Ratios (FARs) will enable Guadalupe to accommodate more potential commercial/industrial uses within a smaller land base and therefore achieve more compact development. Proposed FARs in the Moderate Growth Alternative range from 0.2 – 0.5 for industrial uses to 0.8 -1.0 for retail and services. Table 4-13 below illustrates the proposed FARs for industrial, retail and service uses in the Comprehensive Growth Alternative as well as the existing square footage of each use and the range of net increase in square footage based upon FAR.

Figure 4-7. Proposed Land Use Concept Map for the Comprehensive Development Alternative



Source: Cal Poly, February 2009

Table 4-13. Potential Additional Commercial Square Footage

	Existing Square Feet	Proposed FAR	Net Increase in Sq. Ft.
Industrial	334,000	0.5 - 0.7	275,375
Retail	164,000	1.0 – 1.2	300,250
Services	44,000	1.0 - 1.2	197,425
Total	**542,000**	**-**	**773,050**

Source: Cal Poly, February 2009

An increase of the industrial FAR from 0.5 – 0.7 would create 275,375 additional square feet. Raising the FAR between 1.0 – 1.2 for retail and services would create 300,250 additional square feet for retail and 197,425 additional square feet for services.

Figure 4-8 illustrates potential building density in Downtown Guadalupe for the year 2030 under the Comprehensive Growth Alternative. Through further increasing Floor Area Ratios above those of the Moderate Growth Alternative and encouraging greater density downtown, the City can accommodate nearly all of the job growth projected in the industrial, retail and services sectors.

Figure 4-8. Potential Building Density under the Comprehensive Growth Alternative

* This image shows potential densities and intensities under the Comprehensive Growth Scenario for 2030. Building heights in the CBD range from three to four stories. The image shows new three-story mixed-use buildings along Olivera Street and Pioneer Street and more infill development than in the Moderate Growth and Existing Trends Scenarios.
Source: Cal Poly, February 2009

Public Facilities

The public facilities needed to accommodate the Comprehensive Growth Alternative include a park/plaza or other form of open space in the downtown core as well as the development of a public transit hub in the vicinity of Olivera Street to provide alternative transportation modes for downtown residents, as well as to attract transit-oriented development opportunities. It is assumed that a new school will be needed to accommodate a growth in young student aged population as determined by the population projection in Chapter 3.0. Additionally, the DJ Farms Specific Plan provides sites for a new City Hall, fire, and police stations.

Comprehensive Growth Alternative Sub-Areas

The Comprehensive Growth Alternative concentrates growth in three main sub-areas within the City: the Mixed Use Corridor, the Medium-High Density Residential corridor, the Industrial Corridor, and the DJ Farms Specific Plan area.

Mixed Use Corridor

The Comprehensive Growth Alternative identifies the Guadalupe Street corridor as a major focal point of the community. This corridor includes the Central Business District and is defined as the length of Guadalupe Street (Highway 1), from Tenth Street south to the intersection of Olivera Street and Guadalupe Street. In this Alternative the Mixed Use Corridor is the primary focus for increasing residential capacity through a mix of community serving retail and medium-high density residential units. In this area second- and third-story apartments could be incorporated above ground floor commercial space. The mixed use corridor designation would allow for incorporation of Medium-High density residential development at 15 – 20 dwelling units per acre and Floor Area Ratios of 1.0 – 1.2 for a net increase of 420 to 560 residential units and roughly 500,000 additional square feet of commercial/retail space.

A key component in the Mixed Use Corridor is the establishment of a “Lookout to the Dunes” point of interest with viewing stations on top of taller buildings downtown. This “lookout” would allow tourists views of the Dunes from downtown, creating a symbolic connection to the Guadalupe-Nipomo Dunes while enticing visitors to shop and eat in downtown, bolstering the local economy and increasing sales tax revenue so more services can be provided in the future. The Mixed Use Corridor will also encourage ground floor retail uses to front both Guadalupe Street as well as Olivera and Pioneer Streets. This will serve to increase the “critical mass” of retail opportunities downtown and will enable Olivera and Pioneer Streets to be further enhanced with pedestrian amenities as they are not contained within the Cal Trans right of way and therefore can incorporate a pedestrian-friendly streetscape without additional permitting or review at the State level.

Medium-High Density Residential Corridor

In the Comprehensive Growth Alternative the three-story Mixed-Use Corridor transitions to two stories of medium-high density residential uses located along Pioneer and Olivera Streets. The Medium-High Density Residential Corridor would incorporate two stories of residential units at a density of 15 – 20 dwelling units per acre. Concentration of residential units adjacent

to the Mixed Use Corridor will provide housing for those wishing to live in the downtown area close to work, retail, recreational and transit resources.

Industrial Corridor

The Industrial Corridor encompasses roughly 33 acres running north and south between the intersection of Olivera and Guadalupe Street to Main Street (SR 166) bordered to the east by Obispo Street and Flower Avenue. In the Comprehensive Growth Alternative the Industrial Corridor will retain its Industrial land use designation with the exception of those parcels fronting Guadalupe Street which will be developed with a two story extension of the Mixed-Use Corridor featuring ground-floor retail and upper story office uses to provide a transition between the industrial land uses and the commercial corridor of downtown. The increase of Floor Area Ratios in the Industrial Corridor from 0.2 to between 0.5 and 0.7 combined with the 29 vacant acres of industrially zoned land within the City will enable the development of 275,375 additional square feet of job generating industrial and related office uses which will be an important component of accommodating the targeted job growth for 2030.

DJ Farms Specific Plan Area

The DJ Farms Specific Plan area will not be needed to accommodate projected housing requirements for 2030 under this alternative. The DJ Farms area will however, feature a commercial/mixed use corridor as well as new public facilities area along SR 166 to accommodate projected needs for commercial square footage and public amenities including new sites for City Hall as well as police and fire stations. As residential needs develop in the future, incorporation of medium density residential in the center of the specific plan area may be possible.

Conclusion

The three alternatives detailed in this section, Existing Trends, Moderate Growth, and Comprehensive Growth, have been analyzed and presented to the City of Guadalupe. Based on feedback from community meetings, a Preferred Scenario has been developed for the City of Guadalupe, and this scenario is described in Chapter 5.0.

5.0 PREFERRED GROWTH SCENARIO

5.1 Introduction

The Preferred Growth Scenario for 2030 is a modification of the concepts from the Moderate Growth Alternative and the Comprehensive Growth Alternative. Development is focused on the main arterial/thoroughfare (Highway 1) that bisects the City. The scenario is based on community input from four previous meetings, particularly the "Alternative Futures" meeting on February 26, 2009. The intent of the Preferred Growth Scenario is to stimulate economic growth concentrated in the downtown rather than relying on outward suburban expansion. This scenario is designed to increase sales tax and property tax revenues, and provide jobs for residents, while creating a more vibrant downtown.

- The projected population for 2030 is 7,880.
- This will require an additional 450 housing units.
- The target number of jobs is a total of 800 jobs, an increase of 370 from 2007.

5.2 Concept and Proposal

Conceptual Basis

The primary goal of the Preferred Growth Scenario is to create an environment in which the City can improve the jobs/housing ratio and encourage economic growth, achieved through an increased sales tax base and rising incomes. The Preferred Growth Scenario includes a 10 percent increase to match the County labor force participation rate of 65 percent, equating to 690 jobs total. To accommodate additional jobs and housing units, it is appropriate to exhaust all infill opportunities, developing vacant land first (Figure 5-1), and concentrating growth in the downtown core. In this way, the Preferred Growth Scenario would promote a higher density, pedestrian-friendly, compact, mixed-use environment with residential uses above retail- and service-commercial uses. The emphasis should be on an eventual jobs/housing balance with more local- and tourist-serving retail uses. Office uses may also be appropriate on the second floor of mixed-use buildings. The overall development strategy recommended consists of:

- Locate development on infill, vacant land first, then concentrate development in the downtown core.
- Improve jobs/housing ratio to eventually achieve a jobs/housing balance
- Maximize efficiency of existing public services and infrastructure
- Provide Park/Open Space in or near downtown
- Develop the northern area of DJ Farms Specific Plan area only if required to accommodate commercial and/or housing needs
- Provide new elementary school to address currently exceeded capacity and projected future growth
- Provide transit Hub at Amtrak Station
- Promote the development of a hotel

Under this Preferred Growth Scenario, the goal is focused redevelopment along Guadalupe Street in the Central Business District, minimizing the need for infrastructure expansion, reducing costs, and maximizing efficiency of existing public services. The DJ Farms Specific Plan area does not need to be developed in its entirety for the 2030 planning horizon in order to accommodate projected commercial and housing needs. There is enough land within the current urban area. If DJ Farms is to be developed by 2030, the Preferred Growth Scenario proposes development of only the northernmost portion of the Specific Plan area.

Land Uses

Existing Land Uses

Areas not designated for redevelopment under the Preferred Growth Scenario retain their existing land use designations. The proposed land use map is shown in Figure 5-1.

Proposed Land Uses

There are four proposed land uses, summarized in Table 5-1, to guide future development in Guadalupe.

Downtown Mixed Use Designation - Focus on commercial ground floor retail, while accommodating residential uses up to 4-stories in height.

Downtown Residential Designation – Focus on residential uses up to 3-stories in height, while accommodating commercial uses.

Corridor Mixed Use Designation – Mix of light industrial and general industrial, residential, and commercial uses as needed, up to 2-stories in height. This can be achieved through industrial live-work units.

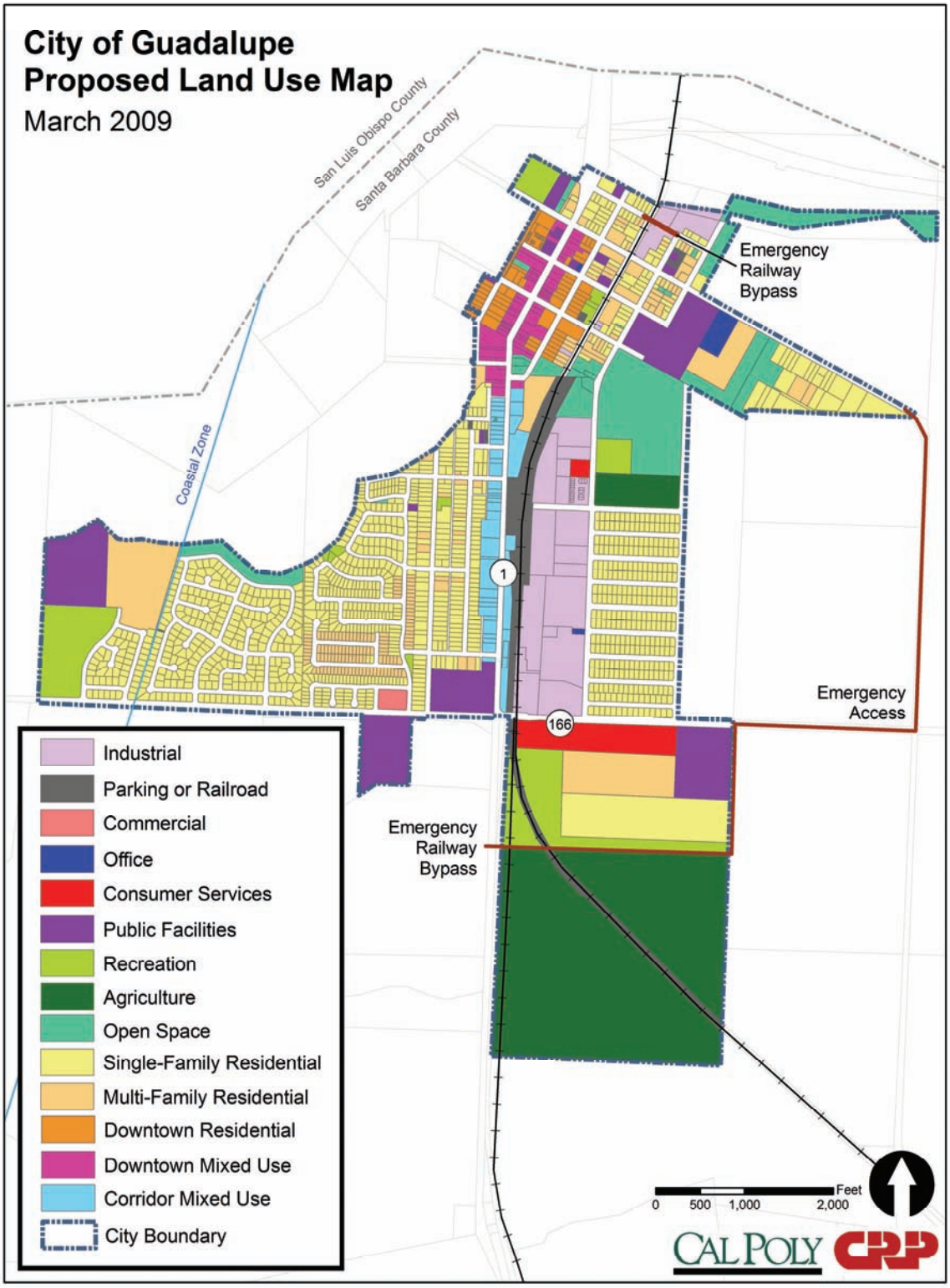
Intensified Industrial – Increase FAR on existing industrial land, and focus industrial uses on land to the east of the railroad tracks and west of Obispo Street.

Table 5-1. Summary of Proposed Land Uses

	Total Acres	Vacant Acres	Residential Proposed Density	Proposed Intensity
Downtown Mixed Use	15	2	10-15 du/acre	FAR 0.6-0.8
Downtown Residential	15	5	15-20 du/acre	FAR 0.4-0.6
Corridor Mixed Use	16	3	10-15 du/acre	FAR 0.6-0.8
Intensified Industrial	46	4		FAR 0.3-0.5

Source: Cal Poly 2009

Figure 5-1. Proposed Land Use Map



Source: Cal Poly, 2009

Residential Potential

Residential uses will be encouraged in three new mixed use areas. The residential densities will vary between 10 and 20 dwelling units per acre. This is a relatively high density for Guadalupe. Table 5-2 shows the number of units that can be accommodated in each of these areas if development matches the proposed densities. If only vacant parcels are developed as proposed, 175 additional units can be accommodated within the new land use areas. If the entire area is to be redeveloped to proposed densities, 765 new dwelling units can be accommodated. This exceeds the 2030 estimated need of 450 units.

Table 5-2. Proposed Residential Land Uses

	Proposed Density	Building Height	Maximum Potential Units	Additional Units
Downtown Mixed Use	10-15 du/acre	4	225	30
Downtown Residential	15-20 du/acre	3	300	100
Corridor Mixed Use	10-15 du/acre	2	240	45
Total	11.46		765	175

Source: CalPoly, 2009

Commercial and Industrial Potential

There are four proposed changes to commercial and industrial land uses. The total land needed in acres is shown in Table 5-3. The new designations will accommodate the light industrial need of 10 acres. It will exceed the land needed for industrial uses by 11 acres and commercial uses by 14 acres.

Table 5-3. Total Commercial and Industrial Land Use Acreages

Maximum Potential	Industrial	Lt. Industrial	Retail	Services
Downtown Mixed Use			8	4
Downtown Residential			6	3
Corridor Mixed Use		11	1	1
Intensified Industrial	23			
Total Maximum Potential	**23**	**10**	**15**	**8**
Total Need	**11**	**10**	**7**	**7**
Over (Under) Target	*(12)*	*0*	*(8)*	*(1)*

Source: CalPoly, 2009

Overall Potential

The overall potential for growth in Guadalupe includes redevelopment of existing land, development of vacant land in the City, and the DJ Farms Specific Plan area. The proposed land uses in the City, built to their maximum potential can accommodate all the projected and targeted growth of the City through 2030. Table 5-4 shows the potential housing units that can

be accommodated under two conditions: 1.) building on vacant land only and 2.) the overall maximum potential of the land developed as proposed, including vacant parcels. The vacant land potential nearly meets the projected housing need. The maximum potential is well over the projected need.

Table 5-4. Total Residential Development Potential (number of units)

	Scenario 1: Building only on currently vacant land	**Scenario 2: Rebuilding at higher density in areas with new proposed land uses**
Vacant Parcels (no zoning change)	162	162
Areas of new proposed land uses	175	765
Total	**337**	**927**
Over/Under Target	*-116*	*474*

Source: Cal Poly, 2009

The overall commercial and industrial intensities could not be accommodated by the City if only vacant parcels were developed, or if the four subareas were only developed to minimum density. The total maximum potential is the only scenario that meets or exceeds the City's commercial and industrial needs under the preferred growth scenario. Because it is unlikely that the City will be redeveloped to achieve the maximum potential by 2030, commercial and industrial development in the DJ Farms area will be needed. Table 5-5 shows how much square footage will be needed. Under minimum and maximum FARs., Table 5-6 shows two scenarios: building on vacant parcels, and a theoretical scenario that all parcels – including developed and vacant parcels -- are built or rebuilt to the densities proposed.

Table 5-5. Total Commercial and Industrial Square Footage Needed to Support Job Targets

	Industrial	**Lt. Industrial**	**Retail**	**Services**	**Total Commercial (100%)**
Projected Number of Jobs in 2030	**115**	**165**	**160**	**360**	**800**
Common Standard for jobs/acre	20 jobs/ acre	20 jobs/ acre	15 jobs/ acre	65 jobs/ acre	
Sq. Ft. required per job	2,178	2,178	2,904	670	
Existing square footage being used for each sector	137,131	197,334	164,388	43,834	542,686
Total Need	250,034	359,806	464,640	241,255	1,315,735

Source: Cal Poly, 2009

Table 5-6. Needed Acreage for Minimum and Maximum FARs

	Industrial	Lt. Industrial	Retail	Services
Minimum				
Proposed FAR	0.3	0.6	0.6	0.6
Over/Under Target Vacant Only	-6	-3	-11	-8
Over/Under Target Rebuild	7	-1	-2	-1
Maximum				
Proposed FAR	0.5	0.8	0.8	0.8
Over/Under Target Vacant Only	-2	-2	-8	-6
Over/Under Target Rebuild	12	0	2	1

Source: Cal Poly, 2009

Examples of New Land Use Designations

There are four new Community Plan land use designations proposed for the Preferred Scenario. The following provides descriptions of each area.

Downtown Residential

Downtown Residential will have between 15 and 20 dwelling units per acre, a Floor Area Ratio of between 0.4 and 0.6, and can be up to 3-stories in building height. The images in Figure 5-2 are conceptual possibilities of what Downtown Residential development may look like.

Downtown Mixed Use

Downtown Mixed Use will have between 10 and 15 dwelling units per acre, an FAR of 0.6 to 0.8 and can be up to 4-stories, with ground floor retail/commercial. The images in Figure 5-3 are conceptual possibilities of what Downtown Mixed Use development may look like.

Corridor Mixed Use

Corridor Mixed Use will have between 10-15 dwelling units per acre, an FAR of 0.6 to 0.8 and be up to 2 stories, with light industrial, retail/commercial, and live-work units. The images in Figure 5-4 and 5-5 are conceptual possibilities of what Corridor Mixed Use development may look like.

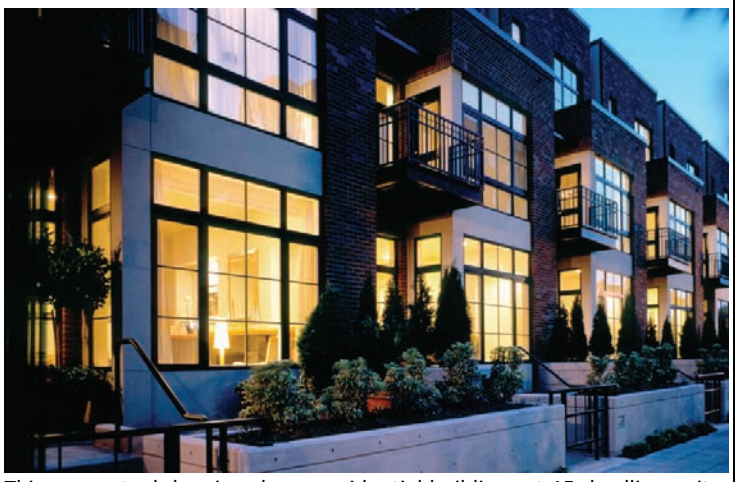
Figure 5-2. Downtown Residential Examples

This conceptual drawing shows buildings at 22 dwelling units per acre.
Source: John Reagon Architects

(a)

This photo shows residential buildings at 24 dwelling units per acre.
Source: City of Burbank, CA

(b)



This conceptual drawing shows residential buildings at 15 dwelling units per acre.
Source: Portland, OR (Courtesy Rhys Rowland, City of Davis)

(c)

This conceptual drawing shows buildings at 22 dwelling units per acre.
Source: Houston, TX (Courtesy Rhys Rowland, City of Davis)

(d)

Figure 5-3. Downtown Mixed Use Examples

This conceptual drawing shows buildings at 15 dwelling units per acre.
Source: John Reagon Architects

(a)

This conceptual drawing shows mixed use buildings at 17 dwelling units per acre.
Source: John Reagon Architects

(b)

This conceptual drawing shows residential buildings at 15 dwelling units per acre.
Source: Fort Collins, CO (Courtesy Rhys Rowland, City of Davis, CA)

(c)

This conceptual drawing shows mixed use buildings at 17 dwelling units per acre.
Source: Rhys Rowland, City of Davis, CA

(d)

This conceptual drawing shows residential buildings at 15 dwelling units per acre.
Source: Rhys Rowland, City of Davis, CA

(e)

This conceptual drawing shows mixed use buildings at 17 dwelling units per acre.
Source: Rhys Rowland, City of Davis, CA

(f)

Figure 5-4. Corridor Mixed Use Examples

This photo shows live-work buildings at 10 dwelling units per acre.
Source: Duany Plater-Zyberk (Prospect CO)

This photo shows what buildings in the Corridor Mixed Use area could look like.
Source: Santa Cruz, CA (Courtesy Rhys Rowland, City of Davis)

Figure 5-5. Corridor Mixed Use Example of Live-Work Unit

This conceptual drawing shows a potential layout for a Live Work unit with an exterior wall removed to display the interior.
Source: California Polytechnic State University, 2008

Preferred Growth Scenario Subareas

Three sub-areas of Guadalupe have been identified that coincide with the three proposed land use designations: Downtown Residential, Downtown Mixed Use, and Corridor Mixed Use. These new designations, as well as the Industrial Subarea and the DJ Farms Specific Plan area will be discussed in this section. The proposed changes in land use include additional dwelling units per acre and an increase in the maximum allowable Floor Area Ratio (FAR) in each sub-area.

Downtown Mixed Use Subarea

The Downtown Mixed Use subarea (Figure 5-6) is made up of all parcels fronting Guadalupe Street (Highway 1), from Tenth Street to the intersection of Olivera Street and Guadalupe Street. These parcels will have a three-story maximum building height to create a downtown atmosphere, but not overpower the small town character and scale. Preservation of historic buildings, whether officially designated or not, is essential. Appropriate measures should be taken to preserve such buildings.

Figure 5-6. Downtown Mixed Use and Downtown Residential Subareas

Source: CalPoly, 2009

This area is currently within the General Commercial (G-C) zone, known as the Central Business District. There are 12 existing dwelling units and 121,939 square feet of commercial retail and services. The new Downtown Mixed Use designation would allow for 10 to 15 dwelling units per acre and 0.8 to 1.0 commercial/retail FAR, for a potential of 150 to 225 dwelling units and maximum potential of 418,176 square feet of commercial retail and service space. This is an ideal location for a hotel. A specific plan is recommended for this area to determine specific land uses, circulation, urban design, and development standards. Flexible parking requirements

will be provided as an incentive for developers who wish to utilize the maximum building height and increase density.

Atop one of the three-story buildings in a central location in downtown, a "Lookout to the Dunes" point of interest with viewing stations will allow visitors to view the Dunes from downtown, creating a symbolic connection to the Guadalupe-Nipomo Dunes while allowing tourists to shop and eat in downtown, bolstering the local economy and increasing sales tax revenue to help fund public services and facilities

Figure 5-7. Renderings of Downtown Mixed Use Subarea

This rendering shows what buildings in the Downtown Mixed Use area could look like.
Source: Cal Poly, March 2009

(a)

This rendering shows what buildings in the Downtown Mixed Use area could look like.
Source: Cal Poly, March 2009

(b)

This rendering shows what buildings in the Downtown Mixed Use area could look like.
Source: Cal Poly, March 2009

(c)

This rendering shows what buildings in the Downtown Mixed Use area could look like.
Source: Cal Poly, March 2009

(d)

This rendering shows what buildings in the Downtown Mixed Use area could look like.
Source: Cal Poly, March 2009

(e)

From the proposed downtown open space, this rendering shows what buildings in the Downtown Mixed Use area could look like.
Source: Cal Poly, March 2009

(f)

From the proposed downtown open space, this rendering shows what the Downtown Mixed Use area could look like.
Source: Cal Poly, March 2009

(g)

Downtown Residential Subarea

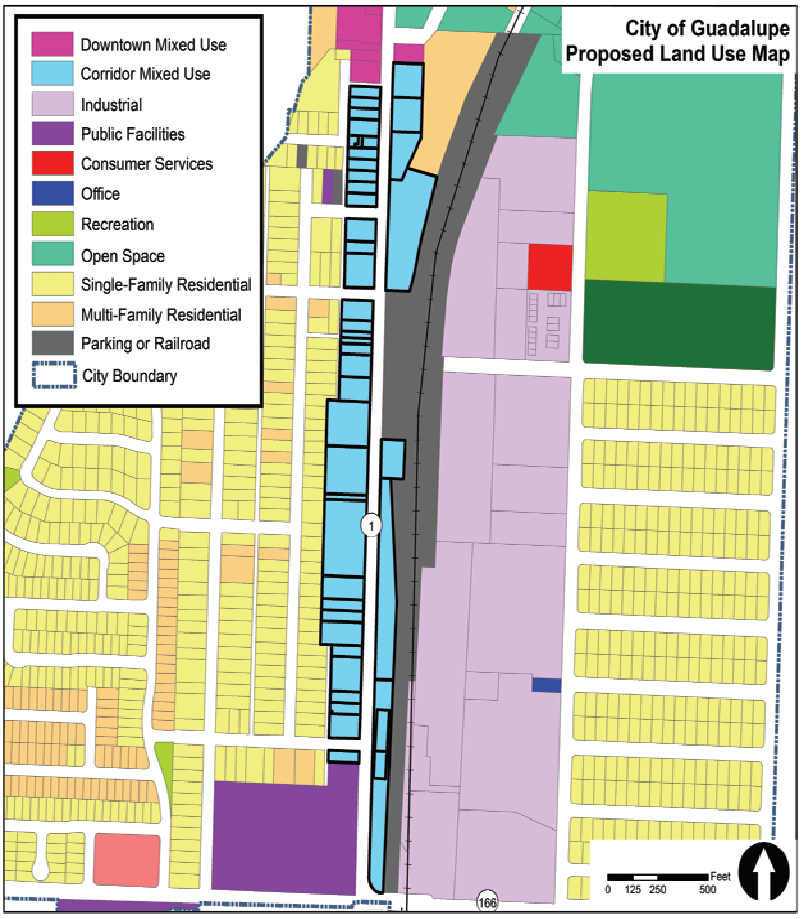
The Downtown Residential subarea (Figure 5-6) surrounding the Downtown Mixed Use subarea to the east and to the west (on each side of Pioneer Street, and on each side of Olivera Street) has a maximum building height of two to three-stories to tier down and fit with existing single-family neighborhoods. This will also prevent the blocking of any views towards the Dunes to the west. This area should focus on residential, but commercial uses that enhance the downtown character and are convenient for residences are also appropriate. There are 81 existing dwelling units and 2,520 square feet of commercial retail and services. The new Downtown Residential designation would allow for 15 to 20 dwelling units per acre and 0.6 to 0.8 commercial/retail FAR, for a potential of 225 - 300 dwelling units and 235,224 square feet of commercial/retail space.

Two- to three-story buildings are appropriate for a tapering (or tiered) appearance to match single-family neighborhoods both east and west of Guadalupe Street. This encourages building heights that are compatible with nearby one and two-story buildings.

Corridor Mixed Use Subarea

The new Corridor Mixed Use designation (Figure 5-8) combines retail, commercial, light industrial, and residential uses. This will serve as an extension of the main downtown corridor that is along the northern portion of Guadalupe Street, increasing pedestrian and retail activity and creating consistency in land uses to minimize conflicts. The light industrial designation is also meant to provide land for businesses that support the industrial sector of the City and local economy. Building heights will be between one and two-stories, with 10 to 15 dwelling units per acre, or a floor area ratio of 0.6 to 0.8. This will provide a potential of 140 to 240 dwelling units and 453,024 square feet.

Figure 5-8. Corridor Mixed Use and Industrial Subareas



Source: CalPoly, 2009

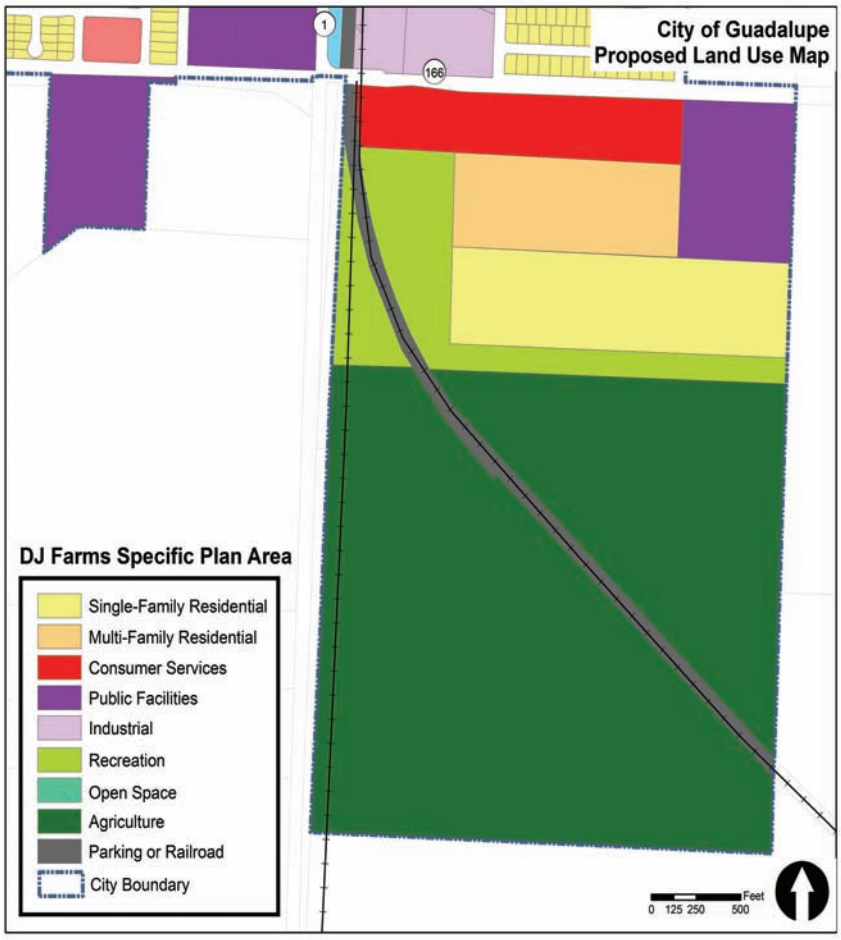
Industrial Subarea

Industrial uses (Figure 5-8) east of the new Corridor Mixed Use designation, shown in Figure 5-24, will be intensified. The current FAR is roughly 0.13. This will be increased to between 0.3 and 0.5 and allowed between the railroad tracks and Obispo Street in order to create greater continuity on Guadalupe Street. This will provide 500,940 square feet.

DJ Farms Specific Plan Subarea

The DJ Farms Specific Plan subarea (Figure 5-9) is approximately 210 acres, located in the southeastern portion of the City. The Preferred Growth Scenario amends the prior land use proposals for this agricultural land, given that the entire area does not need to be developed to accommodate commercial or housing needs through 2030. It will provide reserves for future development beyond 2030. The retail corridor along Main Street will abut the medium-density residential uses to the south. There will be a tapered (or tiered) effect from multi-family to single-family residential uses as development moves south. Figures 5-10 to 5-12 include photos of possible residential building types for the DJ Farms area. The southernmost (majority) portion of the DJ Farms Specific Plan area would remain under agricultural or open space uses. Immediately north of the land that remains under agricultural uses, and south of the residential uses, will be both passive and active (recreational) open space both for the community to enjoy and to avoid land use conflicts with the railroad. Land will also be allocated for additional public facilities, including a new school to address current exceeded capacity, and a possible future fire station.

Figure 5-9. DJ Farms Specific Plan Subarea



Source: Cal Poly, 2009

Figure 5-10. DJ Farms Low-Density Residential Building Example

This photo shows residential buildings at 6 dwelling units per acre.
Source: Rhys Rowland, City of Davis, CA

Figure 5-11. DJ Farms Medium-Density Residential Building Examples

This photo shows residential buildings at 12 dwelling units per acre.
Source: City of Davis, CA

(a)

This photo shows residential buildings at 12 dwelling units per acre.
Source: City of Davis, CA

(b)

Figure 5-12. DJ Farms High-Density Residential Building Examples

This photo shows residential buildings at 20 – 30 dwelling units per acre.
Source: Rhys Rowland, City of Davis, CA

(a)

This photo shows residential buildings at 20 – 30 dwelling units per acre.
Source: Rhys Rowland, City of Davis, CA

(b)

5.3 Effects on Community Needs

Public Facilities

Water

A reliable source of water is an essential element to the long-term development of any City. For Guadalupe, its primary sources of water are the Santa Maria Groundwater Basin and the State Water Project. Although actual usage rates vary, the City is allocated 1,850 AFY (acre feet per year), 1,300 AFY from the basin and 550 AFY from the State Water Project.

In 2008, Guadalupe's water demand was 1,287 AFY (Jose Vidales, City of Guadalupe, Personal Communication, October, 30 2008). When averaged out for the population, the demand is .20 AFY per person. Assuming a constant rate of demand into the future, with a population of 7,881 in 2030 the demand will be 1,550 AFY (Table 5-7).

Table 5-7. Projected Water Needs in 2030

Current Allocation (AFY)	2008 Demand (AFY)	Demand per person (AFY)	Projected Need in 2030 (AFY)
1,850	1,287	0.2	1551

Source: Cal Poly, 2009

Although the City's current supply is ample enough to meet the projected demand in 2030, it is important to note that these supplies are subject to change. The State Water Project is supplied mainly through river runoff from the Sierra Nevada Mountains. As a result, changes in precipitation levels lead to a fluctuating supply. Additionally, as water resources throughout California become more scarce, allocation becomes an increasingly contentious issue. Litigation surrounding water rights is an issue facing many communities, including Guadalupe. Distribution from Santa Maria Groundwater Basin is currently under review, calling into question the reliability of this resource into the future. In light of these realities, it is in the City's interest to explore alternative sources of water as well as conservation techniques to limit its overall demand.

Water Treatment Facilities

Guadalupe currently owns and operates a wastewater treatment plant within City limits. In 2004 that plant was updated to incorporate new technology and enhance capacity, allowing it process 1.0 mgd (million gallons per day). Although regulations limit actual intake to 0.966 mgd, the plant operates well within its existing capacity. Table 5-8 shows projected water treatment facility capacity for 2030. Based on 2008 usage rates, the average resident of Guadalupe produces 80 gallons per day of wastewater. Assuming this rate remains the same, in 2030 Guadalupe residents will produce 0.63 mgd in wastewater and require the plant to run at 65 percent of capacity. In light of this, the treatment facility will have adequate capacity to accommodate the projected growth and development outlined by the Preferred Growth Scenario. See Table 5-8

Table 5-8. Projected Water Treatment Facility Capacity in 2030

Total Population Served in 2030	Gallons Per Person/Day	Total System Use in 2030 (Gallons)	Capacity (Gallons)	Percent of Capacity
7,880	80	630,000	966,000	65%

Source: Wastewater Treatment Plant Study, 2007

School Facilities

The Guadalupe Union School District (GUSD) operates the two schools: Mary Buren Elementary School and Kermit McKenzie Junior High School. In its annual feasibility study, the GUSD determined that both the elementary and junior high schools are operating beyond their designed capacities. With growth projected to continue, greater pressure will be placed on educational resources. As Table 5-9 shows, 2030 enrollments are projected to far exceed capacity at both schools. At Kermit McKenzie, enrollment is projected to be 250 percent of existing capacity, while Mary Buren Elementary is projected to enroll 129 percent of its capacity. In an effort to address this, the Preferred Growth Scenario proposes an expansion to Mary Buren Elementary and the construction of a new junior high school. A new school, which can be located in the northern portion of DJ Farms, will provide the students of Guadalupe the resources they need and enable the GUSD to meet its own standards of operation.

Table 5-9. Projected Elementary and Junior High School Enrollment

	Kermit McKenzie Junior High	Mary Buren Elementary
Current Enrollment	337	794
Projected Enrollment in 2030	619	776
Existing Capacity	240	600
% of Capacity in 2030	258%	129%

Source: Guadalupe Union School District, 2006 for existing data. 2030 Projections by CalPoly.

In addition to the pressure placed on existing facilities, it is important to note the growth in high school aged students who attend school in Santa Maria. As Table 5-10 shows, in 2030 the high school aged population is projected to be 700. This is an increase of 24 percent, and will place greater need on resources both in Santa Maria and Guadalupe. To address this, it is worth exploring the construction of a high school to serve the students of Guadalupe.

Table 5-10. Projected High School Age Children in 2030

Current # of High School Aged Students	559
Projected # of High School Aged Students 2030	711
Percent Increase	24%

Source: Cal Poly, 2009

Fire Services

Fire Services in the City consisted of five full-time employees in 2009. Table 5-11 shows fire department standards and projected needs for the City. Standards suggest that there be four fighters per station, and response times remain under five minutes. Given that Guadalupe currently meets these standards, it needs to focus on ways to maintain them into the future. To continue to meet its standard of 0.8 firefighters per 1,000 residents in 2030, the City will need one additional firefighter. As the City grows it will also become important to monitor response times and ensure that a high level of service is continually offered.

Table 5-11. Projected Fire Department Needs

Standard	Existing	Firefighters per 1,000 (2009)	Projected need to maintain 0.8 firefighters per 1,000 in 2030
4 firefighters/ station; 5 min response time	5 firefighters; 3 min response time	0.8	1 firefighter

Source: Cal Poly, 2009

Police Services

Police services are a necessity for any city to maintain quality of life. The California Police Chief Association recommends cities uphold a standard of 2.5 police officers for every 1,000 residents. To meet this standard Guadalupe will need an additional two police officers by 2030. Table 5-12 shows standards for police officers and projected needs for the City.

Table 5-12. Projected Police Needs

Standard	Existing	Projected Need to Serve additional 1,340 citizens
1.5 officers/1,000 people	10 officers for 6,541 people	2

Source: Cal Poly, 2009

Circulation

The Preferred Growth Scenario will impact Guadalupe's transportation infrastructure. The growth planned in the scenario will affect parking, increase trips along State Route 1 and State Route 166, and change bus ridership.

Parking

Target

The Preferred Growth Scenario proposes to develop in four areas. These include the Downtown Mixed Use area, Downtown Residential area, Corridor Mixed Use area, and Intensified Industrial area. As of 2009, this development area has approximately 690 on street parking

spaces and 750 off-street parking spaces. Tables 5-13 and 5-14 show existing on-street and off-street parking in the City.

Table 5-13. 2009 Existing On-Street Parking

Existing On-Street Parking				
Development Area	Total Curb Front (feet)	Available Curb Parking Space* (feet)	Parking Space length (feet)	Number of Spaces
Downtown Mixed Use	4400	2640	22	120
Downtown Residential	13600	8160	22	371
Corridor Mixed Use	7400	4440	22	202
Total	**25,400**	**15,240**	**22**	**693**

* 60% of curb space used for parking; other space used for driveways, no parking zones, and curb-cuts.
Source: Cal Poly, 2009

Table 5-14. 2009 Existing Off-Street Parking

Existing Off-Street Parking		
Total Parking Lot Acreage	Parking Spaces per Acre*	Number of Parking Spaces
7.49	100	749

* 100 Parking Spaces per Acre accounts for 80 percent of land as usable parking space and 20 percent for aisles.
Source: Cal Poly, 2009

The Preferred Growth Scenario proposes creating a total of 561 residential units and 1,315,735 square feet of commercial space by 2030. Parking generation was calculated using The Institute of Traffic Engineer's (ITE)'s Parking Generation rates, and reduced by 50 percent for mixed use development. The Preferred Scenario's growth will produce a need of approximately 387 residential parking spaces and 1,704 commercial parking spaces for a total of 2,092 parking spaces by 2030, shown in Table 5-15. Using the City parking requirements, instead of ITE's rates, produces a total need of approximately 2,538 parking spaces by 2030. Parking need using City requirements are shown in Table 5-16. The City's parking generation rates are higher than the ITE parking generation rates from case studies of similar land uses nationwide. Therefore, the Preferred Growth Scenario will use the lower ITE rates, which produces a need of 2,092 parking spaces.

Table 5-15. 2030 Target Growth Parking Generation

Peak Hour Parking Generation with Target Growth				
Residential				
Land Use	Quantity	Rate per Unit	Mixed Use Reduction	Generation
Downtown Mixed Use	250	1.38	0.5	173
Downtown Residential	222	1.38	0.5	153
Corridor Mixed Use	89	1.38	0.5	61
Total Residential	561			387
Commercial				
Land Use	Quantity	Rate per 1000 SF	Mixed Use Reduction	Generation
Light Industrial	359,806	0.49	0	176
Heavy Industrial	250,034	0.49	0	123
Retail	464,640	2.26	0.5	525
Service	241,255	7.3	0.5	881
Total Commercial	1,315,735			1,704
Total				**2,092**

Source: Cal Poly, 2009
*Detailed Tables and Charts can be found in Appendix to Chapter 5.

The 2,092 parking spaces needed by 2030 can be distributed among the Downtown Mixed Use area, Downtown Residential area, Mixed-Use Corridor area, and Intensified Industrial area in the form of parallel on-street parking, slanted on-street parking, parking lots, and parking structures. The City already has a supply of approximately 750 parking lot spaces and 370 on-street parking spaces in the development area. When these spaces are subtracted from the total need, there is a shortage of 650 spaces in the development area. Table 5-17 shows this shortage.

Table 5-16. 2030 Target Growth Parking Generation with City Requirements

Peak Hour Parking Generation with Target Growth				
Residential				
Land Use	Quantity	Rate per Unit	Mixed Use Reduction	Generation
Downtown Mixed Use	250	1	0.5	125
Downtown Residential	222	1	0.5	111
Corridor Mixed Use	89	1	0.5	45
Total Residential	561			281
Commercial				
Land Use	Quantity	Rate per 1000 SF	Mixed Use Reduction	Generation
Light Industrial	359,806	1	0	360
Heavy Industrial	250,034	1	0	250
Retail	464,640	3.3	0.5	767
Service*	241,255	7.3	0.5	881
Total Commercial	1,315,735			2,257
Total				**2,538**

*ITE Rate Used: City Requirement is 1 Parking Space per Patron Table or 2 Stools
Source: Cal Poly, 2009

Maximum

The Preferred Growth Scenario has the potential of creating a maximum of 927 residential units and maximum of 1,607,364 square feet of commercial buildings by 2030. Using ITE's Parking Generation rates and a 50 percent mixed use reduction, this development may produce a need of 1,045 residential parking spaces and 1,887 commercial parking spaces for a total of 2,415 parking spaces by 2030 (Table 5-18). Using the City parking requirements, instead of ITE's rates, produces a total need of 2,965 parking spaces by 2030 (Table 5-19). The City's parking generation rates are higher than the ITE parking generation rates from case studies of similar land uses nationwide. Therefore, the Preferred Growth Scenario will use the lower ITE rates, which produces a need of 2,415 parking spaces.

Table 5-17. 2030 Target Growth Parking Need

Parking Spaces Needed with Target Growth and Current City Parking Infrastructure			
Initial Parking Needed	Existing Parking Lot Spaces	Existing On Street Parking Spaces in Development Areas	Parking Spaces Needed
2,092	750	693	649

Source: Cal Poly, 2009

Table 5-18. 2030 Maximum Growth Parking Generation

Maximum Growth Parking Generation					
Residential					
Land Use	Quantity	Rate Per Unit	Generation	Mixed Use Reduction	Generation
Downtown Mixed Use	225	1.38	310.5	0.5	155
Downtown Residential	300	1.38	414	0.5	207
Corridor Mixed Use	240	1.38	331.3	0.5	166
Total Residential	765				528
Commercial					
Land Use	Quantity	Rate Per 1000 SF	Generation	Mixed Use Reduction	Generation
Light Industrial	383,328	0.49	187.83072	0	188
Heavy Industrial	500,940	0.49	245.4606	0	245
Retail	470,448	2.26	1063.21248	0.5	532
Service*	252,648	7.3	1884.3304	0.5	922
Total Commercial	1,607,364				1,887
Total					**2,415**

*Using Low Rate from Range of Rates because of Guadalupe's Small Size
Source: Cal Poly, 2009

Table 5-19. 2030 Maximum Growth Parking Generation with City Requirements

Maximum Growth Parking Generation with City Requirements					
Residential					
Land Use	Quantity	Rate Per Unit	Generation	Mixed Use Reduction	Generation
Downtown Mixed Use	225	1	225	0.5	113
Downtown Residential	300	1	300	0.5	150
Corridor Mixed Use	240	1	240	0.5	120
Total Residential	765				383
Commercial					
Land Use	Quantity	Rate Per 1000 SF	Generation	Mixed Use Reduction	Generation
Light Industrial	383,328	1	383.328	0	383
Heavy Industrial	500,940	1	500.94	0	501
Retail	470,448	3.3	1552.478	0.5	776
Service*	252,648	7.3	1844.33	0.5	922
Total Commercial	1,607,364				2,583
Total					**2,965**

* ITE Rate Used: City Requirement is 1 Parking Space Per Patron Table or 2 Counter Stools
Source: Cal Poly, 2009

The 2,415 parking spaces needed by 2030 can be distributed among the Downtown Mixed Use area, Downtown Residential area, Corridor Mixed use area, and Intensified Industrial area in the form of on street parking, parking lots, and parking structures. The City already has a supply of approximately 750 parking lot spaces and 370 on street parking spaces in the development area. When these spaces are subtracted from the total need, there is a shortage of 1,490 spaces in the development area. This is shown in Table 5-20.

Table 5-20. 2030 Maximum Growth Parking Need

2030 Maximum Growth Parking Need			
Parking Need	Existing Parking Lot Spaces	Existing On Street Parking	Parking Spaces Needed
2,415	750	693	972

Source: Cal Poly, 2009

Trips

Target

The Preferred Growth Scenario proposes adding a total of 454 residential units and 773,048 square feet of commercial buildings by 2030. According to ITE's Trip Generation rates, this development may produce a total of 347 residential trips and 3,871 commercial trips for a total of 4,218 new trips by 2030 (Table 5-21).

Table 5-21. 2030 Target Growth New Trip Generation

New Daily Trip Generation with Target Growth					
Residential					
Land Use	Quantity	Rate Per Unit	Mixed Use Reduction	Trip Reduction	Final Generation
Downtown Mixed Use	202	1.53	0.5	0	155
Downtown Residential	180	1.53	0.5	0	138
Corridor Mixed Use	72	1.53	0.5	0	55
Total Residential	**454**				**347**
Commercial					
Land Use	Quantity	Rate Per 1000 SF	Mixed Use Reduction	Trip Reduction	Final Generation
Light Industrial	162,472	1.58	0.5	0	128
Heavy Industrial	112,903	1.58	0.5	0	89
Retail	300,252	12.5	0.5	0.6	751
Service*	197,421	73.51	0.5	0.6	2902
Total Commercial	**773,048**				**3,871**
Total					**4,218**

Source: Cal Poly, 2009

As of 2004, there were 5,700 daily trips on SR 1 and 8,100 daily trips on SR 166. The 4,218 trips will be added to the existing road network. If all trips were to use SR 1, then there would be 9,918 daily trips on SR 1 by 2030. If all trips were to use SR 166, then there would be 12,318 daily trips on SR 166 by 2030 (Table 5-22).

Table 5-22. 2030 Target Growth Traffic Impact on SR 1 and SR 166

Daily Trip Distribution with Target Growth		
	Route 1, North of Route 166	Route 166, East of Route 1
2004	5,700	8,100
Additional	4,218	4,218
Projected in 2030	9,918	12,318

Source: Cal Poly, 2009

Maximum

The Preferred Growth Scenario has the potential of adding 1,408 residential units and 1,064,677 square feet of commercial buildings by 2030. According to ITE's Trip Generation rates, this development may produce a total of 1,077 residential trips and 4,269 commercial trips for a total of 5,347 trips by 2030 (Table 5-23).

Table 5-23. 2030 Maximum Growth New Trip Generation

New Daily Trip Generation with Maximum Growth							
Residential							
Land Use	Quantity	Rate Per Unit	Initial Generation	Mixed Use Reduction	Mixed Use Adjusted Generation	Pass-By Trip Reduction	Final Generation
Downtown Mixed Use	225	1.53	344.25	0.5	172	0	172
Downtown Residential	300	1.53	459	0.5	560	0	230
Corridor Mixed Use	240	1.53	367.2	0.5	184	0	184
Total Residential	**765**						**585**
Commercial							
Land Use	Quantity	Rate Per 1,000/SF	Initial Generation	Mixed Use Reduction	Mixed Use Adjusted Generation	Pass-By Trip Reduction	Final Generation
Light Industrial	185,994	1.58	294	0.5	147	0	147
Heavy Industrial	363,809	1.58	575	0.5	287	0	287
Retail	306,060	12.5	3,826	0.5	1,913	0.6	765
Service*	208,814	73.51	15,350	0.5	7,675	0.6	3,070
Total Commercial	**1,064,677**						**4,269**
Total							**4,855**

*Using Low Rate from Range of Rates because of Guadalupe's Small Size
Source: Cal Poly, 2009

As of 2004, there were 5,700 daily trips on SR 1 and 8,100 daily trips on SR 166. The 5,347 trips will be added to the existing road network. If all trips were to use SR 1, then there would be

11,047 daily trips on SR 1 by 2030. If all trips were to use SR 166, then there would be 13,447 daily trips on SR 166 by 2030 (Table 5-24).

Table 5-24. 2030 Maximum Growth Traffic Impact on SR 1 and SR 166

Daily Trip Distribution with Maximum Growth		
	Route 1, North of Route 166	Route 166, East of Route 1
2004	5,700	8,100
Additional	5,347	5,347
Projected in 2030	11,047	13,447

Source: Cal Poly, 2009

Transit

Bus use has been increasing in Guadalupe over the past ten years. The Preferred Growth Scenario suggests doubling bus service on the Guadalupe Flyer from one run every hour to one run every 30 minutes by 2030. As of 2008 there were approximately 370 daily riders on the Guadalupe Flyer. If existing ridership trends continue and there is no increase in bus service, there should be approximately 465 daily riders in 2030. If bus service is doubled, ridership should increase to approximately 630 daily riders. However, it has the potential of increasing daily ridership to approximately 720 riders by 2030 (Table 5-25). This increase doubles bus ridership by 2030, and the increase justifies the purchase of a new bus.

Table 5-25. 2030 Target Growth Bus Ridership

Guadalupe Flyer Daily Ridership with Doubled Bus Frequency					
Existing		2030 Projected with Doubled Bus Frequency			
		Low	Typical	High	Change (Typical)
FY 08-09	369	461	498	572	129
Projected 2030 Trend	465	581	628	721	256

Source: Cal Poly, 2009

Housing

Every five years Guadalupe is required to update its Housing Element to accommodate housing needs for all income categories. The next period of Guadalupe's Housing Element is from 2009 to 2014, in which Guadalupe is mandated by the State Department of Housing and Community Development (HCD) and the Santa Barbara County Association of Governments (SBCAG) through the Regional Housing Needs Plan (RHNA) to provide 1,854 housing units divided into

four different income categories (Tables 5-26 and 5-27). The income categories used by SBCAG are:

- Very Low income – up to 50 percent of the area median income (MI)
- Low-income – between the very low-income limit and 80 percent of the area MI
- Moderate income – between the lower income limit and 120 percent of the area MI
- Above moderate-income – exceeding the moderate-income limit.

For additional details please see the Housing section of the Background Report.

Table 5-26. 2000 Households by Income Group

2000 Households by Income Group, City of Guadalupe		
Income Group	Housing Units	Percentage of All Households
Very Low	509	36%
Low	297	21%
Moderate	212	15%
Above Moderate	396	28%
Total	**1414**	**100%**

Source: US Census, Population and Housing Summary File 3 2000

Table 5-27. 2030 Households by Income Group

2030 Households by Income Group, City of Guadalupe		
Income Group	Housing Units	Percentage of All Households
Very Low	667	36%
Low	389	21%
Moderate	278	15%
Above Moderate	519	28%
Total	**1854**	**100%**

Source: Cal Poly, 2009

Guadalupe's projected increase in population from 6,541 in 2008 to 7,880 in 2030 will require 1,854 new housing units. The Preferred Growth Scenario plans to meet this need with an additional 453 new residential units. The majority of these units are planned to be multi-family residential units, and 40 percent are planned to be affordable (Table 5-28). These units will be

placed within the Downtown Mixed Use Area, Downtown Residential Area, and the Mixed Use Corridor Area.

Table 5-28. Housing Need Projection for 2030

2010 Estimates for 2030	
Percentage of Households that should be Affordable	40%
Number of Owner Units	86
Number of Renter Units	94
Total Affordable Units	180
Total New Housing Need	453

Source: Cal Poly, 2009

Conservation

The Preferred Growth Scenario will increase development in Guadalupe; however this growth will be directed away from sensitive land. The primary concern is to conserve wetland and riparian habitat, prime agricultural land, and plant communities. Protection of the 9th Street Wetlands Complex will be a particular area of concern.

The potential increase of contaminated storm water runoff from impervious surfaces associated with development should be offset through improving existing storm water infrastructure. The use of low impact development techniques should also be used to reduce water runoff and promote infiltration and groundwater recharge.

Community beautification is also a concern. Development approvals should include conditions requiring that new development provide adequate open space and landscaping with native, drought tolerant plant species.

Additional trips generated by the proposed intensification of land uses may negatively affect air quality. These impacts should be mitigated by promoting alternative forms of transportation as well as incorporating green building techniques. The use of alternative energy sources may also help mitigate air quality concerns for Guadalupe residents while still allowing for economic growth.

Park Space

The Preferred Growth Scenario will increase the need for park space in Guadalupe. As of 2008, there is 21 acres of park space for 6,541 residents in Guadalupe. This is a sufficient amount of park space to match the three acres recommended for every 1,000 population. However, there is a projected increase in population to 7,881 in 2030 (Table 5-29).

Table 5-29. Park Acreage for 2030

Park Acreage Need to Meet 3 acre per 1000 Population Standard				
	Acreage	Population	Acreage per 1,000 Population	Needed Acres
2008	21	6,541	3	0
2030 with no Addition	21	7,881	3	3
Additional Acres Needed by 2030				**3**
Total Park Acreage in 2030				**24**

Source: Cal Poly, 2009

To match the population growth, the Preferred Growth Scenario proposes to add three acres of park space. This would increase the total park acreage in Guadalupe to 24 acres (Table 5-29). This additional park space should be located in one of the areas specified in Figure 5-13. These areas are in need of park space because they are not within a quarter mile of a park.

Safety

The Preferred Growth Scenario will accommodate the safety concerns of Guadalupe over the next twenty years. The Preferred Growth Scenario may affect Guadalupe's safety in regards to emergency vehicle response time, crime reduction, flood control, and earthquake danger.

Emergency Vehicles

Currently, emergency vehicles are prohibited from crossing the railroad tracks when trains stop. The Preferred Growth Scenario suggests adding an emergency bypass across the train tracks to the south of SR 166. This will improve emergency response when trains stop and block SR 166 and 9th, 10th, and 11th streets.

Lighting

Nighttime lighting in Guadalupe is currently lacking, and is a concern to residents. The Preferred Growth Scenario suggests adding lighting to the downtown area. This will increase residents' perception of safety and hopefully reduce vandalism.

Levee

Floods have not been a major concern for Guadalupe in the past. Nevertheless, the Preferred Growth Scenario proposes increasing the levee strength along the Santa Maria River to further decrease the threat of flooding in Guadalupe.

Unreinforced Masonry (URM)

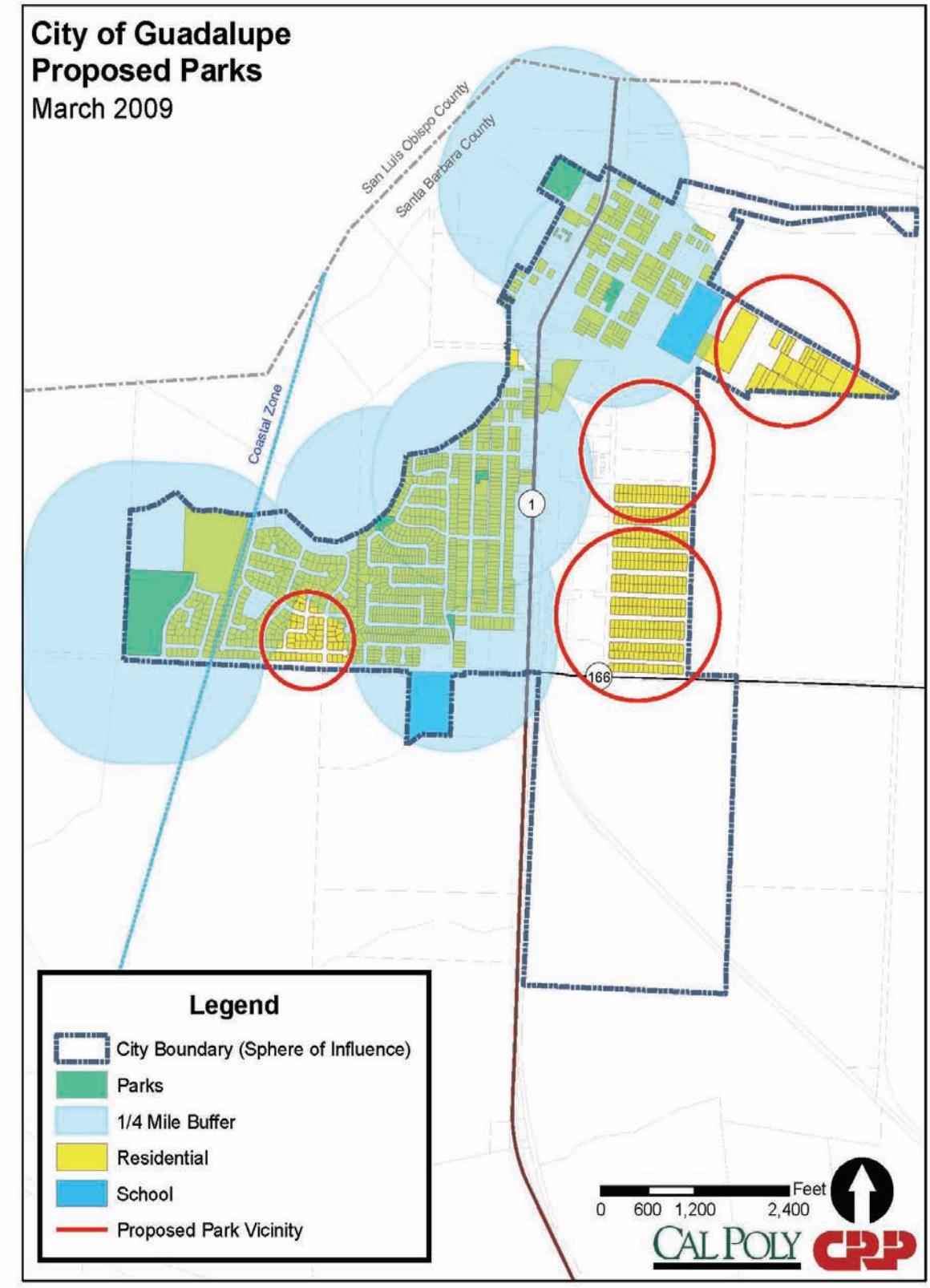
Remodels under the Preferred Growth Scenario will be required to seismically retrofit unreinforced masonry buildings. Therefore, by 2030, all URM retrofits should be complete. This will improve safety in Guadalupe, especially in regards to earthquakes.

Noise

The Preferred Growth Scenario proposes to intensify development along State Route 1 and areas that are already designated for industrial land uses. Therefore, noise generation is expected to only grow slightly by 2030.

In 2009, noise sources are the railroad, SR 1, SR 166, and the industrial land uses. These are not predicted to change by 2030; therefore, the noise corridors should remain the same. While development is planned to increase along these corridors, intensities will be tiered. Consequently, noise generated from new development should be concentrated along SR 1 and existing industrial areas. Noise from SR 1 is assumed to be blocked by the mixed use development fronting SR 1. This will make the residential land uses behind the mixed use development marginally quieter and reduce noise to acceptable levels.

Figure 5-13. Proposed Parks Sites for 2030



Source: Cal Poly, 2009

6.0 DEMOGRAPHICS AND ECONOMIC DEVELOPMENT

6.1 Introduction

The Economic Development Element is an optional element of the General Plan, not mandated by the State. By inclusion of this Element in the General Plan, the City of Guadalupe acknowledges the importance of economic development to its future growth. Job creation, the establishment of a clear economic strategy, and effective use of the City's finances, public services and facilities are all vital to the economic development of the City. By making a healthy local economy a high priority, the City recognizes the relationship between a strong local economy and the future well-being of its citizens.

Current population trends reveal Guadalupe has a diverse, young, and growing population. Much of the City's labor force works outside of the City limits and has a lower per capita income than comparable communities, such as Nipomo and Grover Beach. These factors indicate Guadalupe's economy is in need of diversification and stability. Policies attracting businesses, promoting tourism, and encouraging local spending will help to improve existing conditions. Thus, the goals, objectives, policies, and programs within this element aim to support its long-term effort to improve economic conditions for all residents.

6.2 Goals, Objectives, Policies, and Programs

Goal DE 1: An economy with abundant employment opportunities.

Objective DE 1.1: Raise the employment rate to State and County levels.

Policy DE 1.1.1: The City shall work to identify and help implement programs that can raise educational attainment levels and improve career opportunities for local residents.

Program DE 1.1.1: The City will develop a work program to expand adult education and vocational programs.

Objective DE 1.2: Increase median household incomes to Santa Barbara County levels by 2019 by attracting medium and high-wage paying jobs.

Policy DE 1.1.2: Through its land use decisions, the City will encourage business expansion and redevelopment in the industrial zone to expand employment opportunities.

Objective DE 1.3: A local, well-trained, well-educated workforce that can meet expanded business needs.

Policy DE 1.1.3: By soliciting County, State, and Federal grant funds, the City will expand adult education and vocational training programs.

Program 1.1.2: The City should identify and help implement programs that increase graduation rates, G.E.D attainment, and the existence of vocational training programs to improve career opportunities for citizens.

Objective DE 1.4: Create 50 new jobs by 2014.

Policy 1.1.4: Help local workforce acquire skills that would enable them to obtain local employment and to be successful.

Program DE 1.1.3a: Work with local businesses to promote apprenticeship and internship programs for teenagers and young adults.

Program DE 1.1.3b: Provide tax incentives to attract post-secondary and trade schools.

Goal DE 2: High-quality commercial uses that meet residents needs and generate significant sales tax revenue to help support public services.

Objective DE 2.1: Attract a full-service food center, business class and leisure hotel, pharmacy, home improvement center, and a major, high quality retailer, such as Target, Gottschalks or similar business.

Policy DE 2.1.1: The City shall support the establishment of a Chamber of Commerce and an Economic Task Force.

Program DE 2.1.1.a: Establish a unified Chamber of Commerce to help foster cooperation among business owners and local government.

Program DE 2.1.1.b: Create a citizen task force that will advise the Council on business related issues, concerns, and opportunities**.**

Objective DE 2.2: Develop and implement a tourism strategy.

Policy DE 2.1.2: Guadalupe should actively participate in Santa Barbara County's tourism programs.

Program DE 2.1.2: The City will identify and improve its visitor attractions, including capitalizing on the proximity of the Guadalupe Dunes State Park to draw visitors to the City.

Goal DE 3: A business environment that supports the retention of existing businesses and attracts new businesses**.**

Objective DE 3.1: Guadalupe will target and attract industries/businesses that contribute to the growth of the local economy.

Policy DE 3.1.1: Through marketing and economic development programs, identify and attract businesses that complement existing agriculture industries.

Program DE 3.1.1: Prepare and periodically update a Strategic Development Plan. The Plan shall identify targeted business sectors for capital expansion and recruitment efforts, and include a strategy to reach the desired jobs-housing and jobs-labor force ratios.

7.0 LAND USE

7.1 Introduction

The Land Use Element is a long-range vision guiding decisions regarding land use designations through the distribution of housing, businesses, industry, agriculture, open space, and public facilities. The purpose of the Land Use Element is to shape the future physical development of Guadalupe and preserve and enhance citizens' quality of life. This will allow the City to remain a unique community with a mix of land uses providing a variety of job and housing opportunities while maintaining its open space and surrounding agriculture. As required by state law, this Element contains text and maps designating future use and reuse of land within City limits. The Land Use Element also includes standards of density and building intensity.

In October 2008, a land use inventory was conducted by the Cal Poly Study Team to identify existing land uses, as well as densities and intensities of each use. The findings show that residential uses and the DJ Farms Specific Plan area each account for about one-third of the City's planning area. Agriculture, open space, and parks are also common land use types. Industrial uses are concentrated between Guadalupe Street and Obispo Street and the majority of commercial uses are focused in the downtown area. Further analysis suggests the City can maintain a compact urban form through infill development of vacant and underutilized parcels. However, strategic development in the DJ Farms Specific Plan area is needed to create greater economic growth opportunities for the City. As such, the goals, objectives, policies, and programs presented in this Element consider land use, physical, legal, and environmental constraints, and the needs and wants of the community (identified in a series of community workshops) to create policies that guide land use, growth, and quality of life.

7.2 Goals, Objectives, Policies, and Programs

Goal LU 1: Appropriate and adequate mix of land uses, providing for high-quality living and working environments.

Objective LU 1.1: An appropriate allocation of residentially-zoned land based on housing needs projections updated bi-annually.

Policy LU 1.1.1: Residential land use will be allocated to meet housing needs for all income levels (very-low, low, moderate, and above-moderate).

Policy LU 1.1.2: Densities of residential areas shall equal typical density standards for respective housing types.

Program LU 1.1.2.a: Require all new single-family residential densities to be developed at or above 6 dwelling units per acre.

Program LU 1.1.2.b: Require all new multi-family residential densities to be developed between 15 and 20 dwelling units per acre.

Objective LU 1.2: Develop all vacant and underutilized commercial land with commercial uses by 2030.

Policy LU 1.2.1: The General Plan shall include a Downtown zoning district for commercial and mixed-use buildings.

Program LU 1.2.1.a: The City shall amend the Zoning Code and Zoning Map to include a Downtown Commercial (CD) zone.

Program LU 1.2.1.b: The residential density of mixed-use buildings shall be between 10 and 15 dwelling units per acre.

Program LU 1.2.1.c: Provide reduced development impact fees for residential uses above or within commercial/retail/light industrial.

Policy LU 1.2.2: Parcels fronting major arterial streets shall have the most intense commercial uses.

Program LU 1.2.2.a: The City shall modify land use designations to accommodate commercial or mixed-use development along Guadalupe Street and Main Street.

Program LU 1.2.2.b: Commercial buildings shall have a minimum Floor Area Ratio of 1.0.

Program LU 1.2.2.c: The City will consider offering tax incentives to encourage appropriate businesses to locate in commercial nodes.

Policy LU 1.2.3: Encourage tourist-serving uses within one mile of the train station.

Objective LU 1.3: Attract and retain a full-service food center by 2012.

Policy LU 1.3.1: Land use decisions and discretionary review shall support retail development that meets the needs of the community.

Program LU 1.3.1.a: The City Manager shall provide a report to City Council by January 2010, detailing the requirements and methods to locate a food center in Guadalupe.

Objective LU 1.4: Retain the current supply of land zoned for industrial uses.

Policy LU 1.4.1: The amount of land designated for industrial uses shall be based on the projected need.

Policy LU 1.4.2: The City will encourage increased intensity of industrial land uses prior to further designation of industrial land.

Objective LU 1.5: Designate appropriate amount of land for public facilities and parks.

Policy LU 1.5.1: The amount of land needed for the growth of public facilities and parks shall be based on population growth projections.

Goal LU 2: A compact urban form to reduce sprawl, encourage alternative modes of transportation, and preserve agricultural land.

Objective LU 2.1: Before annexing agricultural land, all vacant and underutilized parcels shall be developed.

Policy LU 2.1.1: Increase intensity of development on parcels located in the downtown area.

Program LU 2.1.1.a: Amend zoning regulations to allow more flexible development standards, such as density bonuses, for downtown redevelopment projects that include mixed uses or that include affordable housing.

Policy LU 2.1.2: Buildings in downtown will not exceed three stories or 36-feet in height.

Objective LU 2.2: By 2012, define an urban growth boundary.

Policy LU 2.2.1: Review proposed annexations in the planning area for suitability.

Program LU 2.2.1.a: Annexations shall only be approved when land already within City limits can no longer meet community needs.

Policy LU 2.2.2: Cooperate with the County to preserve agricultural uses in the planning area.

Objective LU 2.3: Ensure new development pays its "fair share" to repair, improve, replace, or expand infrastructure to serve that development.

Policy LU 2.3.1: Development shall minimize the impact on infrastructure and reduce the need for infrastructure expansion.

Program LU 2.3.1.a: New development shall be subject to impact fees to pay for the appropriate portion of additional infrastructure.

Objective LU 2.4: By 2030, at least 60 percent of dwellings will be within acceptable walking and biking distances from commercial uses.

Policy LU 2.4.1: New development will ensure that alternative modes of transportation are feasible and safe options for all residents.

Program LU 2.4.1.a: Review new commercial development to assure walking and bicycling amenities are included.

Objective LU 2.5: Concentrate new commercial and residential development near established and/or potential transit and retail nodes/corridors.

Policy LU 2.5.1: The City shall create opportunities and incentives for mixed-use development near transit and retail corridors.

Program LU 2.5.1.a: Provide density bonuses for mixed-use development near public transportation facilities and retail nodes.

Program LU 2.5.1.b: Allow flexible parking requirements for mixed-use development near public transit facilities.

Objective LU 2.6: Use community facilities to their maximum capacity before expansion.

Policy LU 2.6.1: Community facilities will be used for multiple purposes.

Goal LU 3: Improved land use compatibility.

Objective LU 3.1: Separate uses that create conflict or adverse impacts.

Policy LU 3.1.1: Designate appropriate areas for industrial uses in order to prevent negative impacts on public health, safety, and welfare.

Policy LU 3.1.2: The City shall require the use of buffer zones between industrial/agricultural and residential/commercial uses.

Policy LU 3.1.3: The City shall require the use of buffer zones where land uses create conflicts due to noise, odor, vibration, toxic materials, electromagnetic fields, or lighting glare.

8.0 CIRCULATION

8.1 Introduction

The purpose of the Circulation Element is to provide the policy framework for regulation and development of the transportation systems in Guadalupe. This element balances the need to provide efficient ways to move people and goods from one place to another with the goals of maintaining consistency with land uses in Guadalupe, providing an environmentally sustainable and healthy transportation system that improves energy efficiency and maintains good air quality, supplying an accessible and affordable transportation system for all residents, maintaining an efficient transportation system, and providing a safe transportation system.

The circulation element is one of the seven mandatory elements required for a general plan according to California Government Code §65302. This element focuses on Guadalupe's transportation system, which includes the infrastructure used to transport people and goods throughout the City and region. The circulation system is vital because it contributes to the health of the City's physical, social, and economic environment. According to the Governor's Office of Planning and Research General Plan Guidelines (2003), the circulation element must correlate directly to the land use element. It must also address major thoroughfares, transportation routes, terminals, and other local public utilities and facilities.

Guadalupe lies on State Route 1 (SR 1) and State Route 166 (SR 166), between San Luis Obispo and Lompoc. It shares its main street with traffic traveling through the City to other destinations. SR1 is a major north-south valley corridor with declining traffic volume over the past ten years; SR 166 is a main east-west route. These routes are operating at adequate levels of service. SR 166, however, has an accident rate higher than State levels and the community feels it is a safety hazard. Guadalupe also has a major rail line that parallels State Route 1 and splits the town. This poses a major problem for traffic, safety, and pedestrian connectivity. Guadalupe's streets, sidewalks, and street parking are in good condition. However, bike routes, public transit stops, and traffic controls are deficient. Thus, emerging directions in Guadalupe include improvements to State Route 166, bus service, bicycle lanes, and sidewalks. Connectivity between the two sides of town and improved "wayfinding" signs should also be added.

8.2 Goals, Objectives, Policies and Programs

Goal CIR 1: A transportation system that is consistent with land uses in Guadalupe.

> **Objective CIR 1.1:** High trip generating land uses should be placed along arterials or highways where safe vehicle access can be accommodated.

Policy CIR 1.1.1: Development projects shall provide traffic studies that evaluate their traffic impacts, and shall mitigate traffic impacts to less than significant levels.

Policy CIR 1.1.2: The City should promote retail and tourism land uses along SR 1 and SR 166.

Objective CIR 1.2: Bus stops with shelters should be located next to Multi Family residential land uses.

Policy CIR 1.2.1: Allocate Measure D funding for new bus stops and bus stop maintenance.

Goal CIR 2: An environmentally sustainable and healthy transportation system that improves energy efficiency and maintains good air quality.

Objective CIR 2.1: Double bus service frequency in Guadalupe by 2014 and create a Level of Service C bus service by 2030.

Policy CIR 2.1.1: Allocate Measure D funding for additional buses on the Guadalupe Flyer route.

Policy CIR 2.1.2: Allocate Surface Transportation Program (STP) funding for additional buses on the Guadalupe Flyer route.

Objective CIR 2.2: The City bikeway network will link all residential neighborhoods with Downtown by 2030.

Policy CIR 2.2.1: Promote bicycle path and bicycle lane development throughout Guadalupe.

Program CIR 2.2.1.a: The City shall work with Caltrans to create a class II bicycle lane on SR 166 from SR 1 in Guadalupe to Santa Maria.

Program CIR 2.2.1.b: Explore potential to create a bike and pedestrian path to the Guadalupe-Nipomo Dunes.

Objective CIR 2.3: Increase bicycle parking downtown to 5 percent of total automobile parking spaces available downtown by 2030.

Policy CIR 2.3.1: Allocate Transportation Enhancement Activities (TEA) funding for bicycle parking.

Program CIR 2.3.1.a: Install bicycle parking in front of commercial land uses downtown, and next to all bus stops.

Objective CIR 2.4: Increase walking and cycling to 10 percent of the total trips to work by 2030.

Policy CIR 2.4.1: The City shall work with employers to promote cycling or walking to work.

Policy CIR 2.4.2: Tax incentives should be given to employers which have 10 percent or more of their employees walk or bike to work.

Objective CIR 2.5: Create a continuous network of sidewalks and crosswalks throughout the City by 2015.

Policy CIR 2.5.1: Improve all sidewalks that are poor quality, and fix any new damages to sidewalks as soon as possible.

Policy CIR 2.5.2: Install ramps at all intersections for wheelchairs.

Policy CIR 2.5.3: Allocate Transportation Enhancement Activities (TEA) funds for all pedestrian improvements.

Policy CIR 2.5.4: Work with Caltrans to install crosswalks at all intersections crossing SR 1 in Downtown Guadalupe.

Goal CIR 3: An accessible and affordable transportation system for all residents.

Objective 3.1: Expanded bus pass programs for low income residents, youth, and elderly.

Policy CIR 3.1.1: Provide a bus pass to residents who are transit dependent. These passes should allow unlimited use on Guadalupe transit services.

Objective 3.2: Institute carpool programs.

Policy CIR 3.2.1: Work with employers to promote carpooling.

Policy CIR 3.2.2: Maintain a page on the City website where people can find when and where people are carpooling.

Objective 3.3: Maintain dial-a-ride service for emergencies and the handicapped.

Goal CIR 4: An efficient transportation system.

Objective 4.1: The City shall maintain a Level of Service D or higher on all roadways during non-peak traffic hours.

Objective CIR 4.2: Create bike lanes on SR 166.

Policy CIR 4.2.1: Work with Caltrans to construct Class II bike lanes along SR 166.

Policy CIR 4.2.2: Allocate Regional Improvement Program funding for bicycle lanes along SR 166.

Objective 4.3: Make Guadalupe's transportation system consistent with the regional transportation system.

Policy CIR 4.2.1: The City should create a bus service that directly links Guadalupe to the Santa Maria airport.

Policy CIR 4.2.2: The City shall install and maintain local and regional signs directing people to the Guadalupe-Nipomo Dunes and downtown Guadalupe.

Policy CIR 4.2.3: The City shall maintain bus schedules that coincide with Amtrak schedules and Santa Maria transit schedules.

Objective CIR 4.3: The City shall limit truck traffic to SR 1 and SR 166.

Policy CIR 4.3.1: The City shall install signage that routes trucks along SR 1 and SR 166 rather than through neighborhoods.

Policy CIR 4.3.2: The City shall use traffic calming methods in residential neighborhoods to reduce cut-through traffic.

Policy CIR 4.3.3: The City shall provide a phone number with a recorder on which citizens can report license numbers and names of trucking companies that violate truck route regulations.

Objective CIR 4.4: The City shall improve the connectivity of transportation routes in Guadalupe.

Policy CIR 4.4.1: Construct the Pioneer St. extension.

Policy CIR 4.5.2: Create a bike and pedestrian extension between 3rd. St. and Point Sal Dunes Way.

Policy 4.5.1: Allocate Measure D funds to construct a bike and pedestrian path to the dunes.

Goal CIR 5: A safe transportation system.

Objective CIR 5.1: Reduce the amount of accidents per capita on all roadways in Guadalupe

Policy CIR 5.1.1: The City shall improve the intersection at SR 1 and SR 166.

Policy CIR 5.1.2: The City shall install and maintain signs along SR 166 that caution drivers about passing slow moving farm vehicles.

Objective CIR 5.2: Make a safe environment for cyclists and pedestrians.

Policy 5.2.1: The City shall install and maintain signs that promote road sharing with cyclists.

Policy 5.2.2: The City shall install and maintain signs near downtown and schools that slow traffic and make drivers aware of pedestrians.

Objective CIR 5.3: Cooperate with the school district to promote safe and efficient bicycle/pedestrian routes between school and home.

Policy 5.3.1: Continue to work with Safe Routes to School to create new routes and maintain existing routes.

Objective CIR 5.4: The City shall maintain safe crossings at intersections with train tracks.

9.0 HOUSING

9.1 Introduction

State housing element statutes (Government Code Sections 65580-65589.8) mandate that local governments adequately plan to meet the existing and projected housing needs of all economic segments of the community. The law recognizes that in order for the private market to adequately address housing needs and demand, local governments must adopt land use plans and regulatory systems that provide opportunities for, and do not unduly constrain, housing development. As a result, State housing policy rests largely upon the effective implementation of local General Plans and in particular, local Housing Elements. Housing element statutes also require the State Department of Housing and Community Development (HCD) to review local housing elements for compliance with State law.

California's Housing Element law requires that each city and county develop local housing programs to meet its "fair share" of existing and future housing needs for all income groups. The Santa Barbara County Association of Governments (SBCAG) is responsible for developing and assigning these regional needs, or "RHNA", to Santa Barbara County jurisdictions. Pursuant to the RHNA planning period, the Guadalupe Housing Element is a five-year plan extending from 2009-2014.

9.2 Housing Goals, Objectives, Policies, and Programs

Housing Supply

Goal A: Adequate supply of safe and decent housing for all income levels.

Objective A 1: Guadalupe will accommodate development of 88 new housing units during the five-year time period beginning January 1, 2008 to meet its fairs share regional housing allocation, broken down by income category as follows:

Very Low Income (50% of median income)	20 units
Low Income (50%-80% of median income)	15 units
Moderate Income (80%-120% of median income)	20 units
Above Moderate Income (over 120% of median income)	33 units
Total New Housing Units	88 units

Policy A 1.1: The City shall designate a sufficient supply of land for new housing to promote diversity in housing types, tenure, cost, and neighborhood character. Land for new housing should be near locations of employment, shopping, schools, parks and transportation systems.

Program A 1.1a: The City will amend the General Plan and Zoning Regulations to designate additional land for single family and multi-family land use categories to accommodate housing needed during the next five years and beyond.

Objective A 2: Maintain and rehabilitate older units as part of available housing stock.

Policy A 2.1: The City shall allow dwellings to be rehabilitated that do not meet property development standards so long as the non-conformity is not increased and there is no threat to public health, safety or welfare.

Policy A 2.2: The demolition of multi-family housing shall be allowed only when a) the structure is found to be substandard, b) tenants are provided with reasonable notice, and c) relocation assistance is provided.

Program A 2.2.a: The City shall establish minimum standards in its housing codes to be followed in rehabilitation of substandard housing.

Policy A 2.3: The City shall fund its redevelopment agency rehabilitation loan program.

Program 2.3.a: The City shall apply annually for Community Development Block Grant (CDBG) funds to help fund housing rehabilitation programs.

Policy A 2.4: The City shall promote the rehabilitation and high-quality maintenance of historic homes and commercial buildings by working with the County of Santa Barbara to establish a Mills Act Historic Preservation Program.

Objective A 3: Diversify and increase housing supply for all income levels.

Policy A 3.1: The City shall establish specific plan areas that can accommodate housing for all income levels, including moderate and above-moderate households.

Program A 3.1.a: The City shall to implement the DJ Farms Specific Plan by accommodating the development of Very-Low Density, Low Density, Medium Density, and Small Lot residential parcels in addition to market rate housing.

Policy A 3.2: The City shall permit the use of secondary units in all residential zones.

Program A 3.2.a: The City shall provide a public awareness program to property owners, builders and developers.

Program A 3.2.b: The City shall work with property owners to encourage the repair, upgrade and modification of second dwelling units to bring these into conformance with construction and fire codes.

Program A 3.2.c: The City will work with water and sewer providers to reduce connection fees for residential second units.

Affordable Housing Supply

Goal B: Sufficient level of affordable housing supply.

Objective B 1: Preserve all affordable housing stock.

Policy B 1.1: The City shall require affordability agreements in accordance with California Health and **Safety Code Section 33413**.

Program B 1.1.a: Deed restrictions for affordable units shall be 45 years for owner-occupied housing, and 55 years for renter-occupied housing.

Policy B 1.2: The City shall continue to provide Section 8 assistance to eligible households through the Santa Barbara County Housing Authority.

Program B 1.2.a: A City staff liaison will coordinate efforts with Santa Barbara County Housing Authority to continue receiving Section 8 subsidies.

Program B 1.2.b: The City shall maintain a list of all dwellings within the City that are subsidized by government funding.

Objective B 2: Increase affordable housing options by 2030.

Policy B 2.1: The City's redevelopment agency shall utilize at least 20 percent of all tax increment proceeds for low and moderate income housing or room additions for low-income households, beginning each fiscal year.

Program B 2.1.a: The City shall use available federal, state and local financing to assist development of housing affordable to very low income, low income and moderate-income households.

Program B 2.1.b: The City shall apply for funds through the Santa Barbara County Housing Authority, People's Self Help Housing Corporation or other non-profit agencies.

Policy B 2.2: Housing projects of at least 50 dwelling units shall pay a fee equal to two percent of total construction valuation, to be deposited into the City's housing trust fund.

Program B 2.2.a: The City shall maintain a housing trust fund for development of housing affordable to very-low and low income households, to write-down land or financing costs, or to rehabilitate housing stock.

Policy B 2.3.1: The City shall grant a density bonus and/or incentives to developers of residential projects of five or more units who agree to build affordable or senior housing, or donate land for affordable housing.

Policy B 2.3.2: The City shall grant a density bonus and/or incentives to developers that build affordable housing that is enforceably restricted to ensure at least 20 years of affordability for very-low and low income households

Program B 2.3.a: The City shall offer developer incentives to encourage the production of housing affordable to very low income, low income and moderate-income households.

Program B 2.3.b: The City shall implement a fee program for apartment developments to lower development impact fees, or delay payments to the point of occupancy to reduce the risk associated with apartment construction.

Policy B 2.4: Low income housing shall be dispersed throughout the City and not concentrated in one particular area of the community.

Policy B 2.5: The City shall promote housing opportunities regardless of race, religion, sex, marital status, ancestry or national origin.

Housing Density and Infill

Goal C: Infill housing downtown in the vicinity of Guadalupe Street.

Objective C 1: Continue to promote mixed-use development along Guadalupe Street and near the downtown area where commercial businesses exist.

Policy C 1.1: The City shall require developments with a mix of uses including housing, retail, office, and other commercial uses in the downtown and Guadalupe Street Corridor.

Program C 1.1.a: The City shall grant discretionary reductions in parking requirements for mixed-use projects.

Program C 1.1.b: The City shall reduce permit requirements and provide incentives for the development of infill, second units, and mixed-use projects that include residential units near the downtown in the vicinity of Guadalupe Street.

Objective C 2: Increase housing density downtown to reduce strain on City infrastructure and to promote walkability.

Policy C 2.1: The City shall require increased residential density in and around downtown commercial areas and transit nodes.

Program C 2.1.a: The City shall rezone the areas in and around downtown commercial areas and transit nodes to the higher densities in the updated General Plan.

Objective C 3: Develop all vacant land in the downtown core by 2030.

Policy C 3.1: The City shall require that new development target the downtown area as a priority

Housing Design

Goal D: Well-designed housing units in keeping with the character of surrounding neighborhoods.

Objective D 1: Maintain site and neighborhood compatibility in the review of development proposals.

Policy D 1.1: The City shall maintain community design guidelines that guide development to ensure it is compatible with its setting, architectural context and neighborhood character.

Program D 1.1.a: The City shall produce a brochure or public handout and make it available at the City's public counter, as well as on the City's website.

Housing for Special Needs

Goal E: Adequate housing for special needs groups

Objective E 1: Meet the special housing needs of Guadalupe residents, including those of farmworkers, large families, homeless persons, and persons living w**ith disabilities**

Policy E 1.1: The City shall promote development of housing for farmworkers and large families, and rehabilitation of rooming houses in the downtown shall be encouraged.

Program E 1.1.a: The City shall consider incentives to encourage the development of farm employee units such as reduced permitting fees, pre-approved building plans, or technical assistance.

Program E 1.1.b: The City shall seek state and federal farm worker housing funds, including CDBG, HOME, and Emergency Shelter Gr**ant funds (ESG).**

Policy E 1.2: The City will work to remove housing restraints for those with disabilities as outlined in Senate Bill 520.

Policy E 1.3: The City shall encourage the construction or conversion of existing facilities to emergency shelters**, transitional housing, and single room occupancy units to meet the needs of the homeless population**.

Program E 1.3.a: The City shall work in cooperation with other cities in the County, through the HOME Consortium, to address the needs of the homele**ss po**pulation on a regional basis and work toward the development of homeless facilities.

10.0 PUBLIC FACILITIES AND SERVICES

10.1 Introduction

The backbone of a community is its public facilities and services. Their availability and location not only affect a city's development patterns and economic opportunity, but also its citizens' safety and quality of life. Although a "public facilities element" is not mandated under state law, planning for quality public facilities and services is vital to Guadalupe's future. A public facilities element helps ensure that essential public facilities and services will be available to meet community needs.

The California Governor's Office of Planning and Research (OPR) General Plan Guidelines (2003) suggest that a public facilities and services element offer generalized long-term policies grounded in realistic analyses of service capacities and demands, both existing and future. In addition, it should provide the policy basis to guide shorter-term documents, such as the City's capital improvements program and annual budget. Additionally, the Guidelines recommend the need for additional facilities be based on the existing need for additional services, and on projected increases in land use intensity and population. Other recommendations include consulting with other service providers, planning for the equitable distribution of new facilities, scheduling a timetable for improvements, expanding and replacing facilities, and identifying sources of funding.

The Public Facilities and Services Element puts forth goals, objectives, policies, and programs related to seven types of public facilities and services. These facilities and services include water, wastewater management, solid waste management, fire protection, police protection, public schools, and library services.

Based on Federal, State, and County standards, Guadalupe is adequately supplying the public with water, wastewater collection and treatment, solid waste collection, police protection, fire protection, and library services. The public schools, however, are overcrowded and the City is not meeting its 50 percent waste diversion requirement as mandated by the California Integrated Waste Management Board. Emerging directions for public facilities and services include: expanding educational facilities to meet the community needs, improving the recycling program, and in general, expanding facilities and services as needed. Thus, the goals, objectives, policies, and programs of this element aim to meet legal standards, address the citizens' needs, and improve the quality of life.

10.2 Goals, Objectives, Policies, and Programs

Goal PF 1: Adequate supply of drinking water to meet present and future needs.

Objective PF 1.1: Ensure a safe annual yield of 1,300 acre feet per year.

Policy PF 1.1.1: In budgeting for public services, the council shall give highest priority to maintaining a safe and adequate water supply.

Program PF 1.1.1a: Bi-annually monitor and report annually to the council on the status of the city's water supply in relation to demand.

Program PF 1.1.1b: Annually review the Water Master Plan and identify capital improvements required.

Program PF 1.1.1c: The City shall work with the County of Santa Barbara to prepare a groundwater management program.

Policy PF 1.1.2: The City shall condition approval of new development projects on the availability of adequate water supply and infrastructure to serve the new development.

Program PF 1.1.2.a: All new projects shall be responsible for constructing an adequate potable water distribution system and paying water impact fees to construct additional necessary storage, pumping, and distribution facilities.

Policy PF 1.1.3 The City shall promote water conservation and reduced water demand in its operations and in existing and new development.

Program PF 1.1.3a: Require water-conserving building design and equipment in new construction and retrofits.

Program PF 1.1.3b: Prepare an approved plant list of drought-tolerant and low-water using species for distribution to designers of project landscape plans.

Goal PF 2: An adequate wastewater collection and treatment facility to meet community needs and ensure public health.

Objective PF 2.1: Ensure wastewater inflow does not exceed the permitted capacity of 0.96 million gallons per day.

Policy PF 2.1.1: The City shall continue to provide wastewater services and operate major public facilities.

Program PF 2.1.1a: The City shall update the Wastewater Master Plan every five years.

Program PF 2.1.1b: The City shall continue to plan for the expansion of the wastewater treatment facility as part of its capital improvement program.

Policy PF 2.1.2: The approval of development projects shall be conditioned on the availability of adequate long-term capacity of wastewater treatment, conveyance, and disposal sufficient to serve existing residents plus that required by proposed development.

Program PF 2.1.2a: All new development shall demonstrate that the downstream sanitary sewer system is adequately sized and has sufficient capacity to accommodate anticipated sewage flows. If the downstream mains are found to be inadequate, the developer shall provide additional facilities to accept the additional sewage expected to be generated by the development.

Objective PF 2.2: Reduce monthly average effluent for Total Suspended Solids (TSS) to 60 mg/L.

Policy PF 2.2.1: The City shall maintain the wastewater treatment plant to comply with the Waste Discharge Requirements of the Regional Water Quality Control Board.

Program PF 2.2.1a: The City shall plan for the improvement of the wastewater treatment facility as part of its capital improvement program.

Goal PF 3: Effective solid waste collection and diversion services that protect the public health and natural environment.

Objective PF 3.1: Achieve the State mandated 50 percent solid waste diversion rate.

Policy PF 3.1.1: The City shall participate in waste diversion programs and recycling efforts to meet or exceed solid waste goals mandated by State law.

Program PF 3.1.1a: The City shall develop a waste management plan that addresses source reduction, recycling, composting, and public outreach. The plan shall indicate the method, amount, and time frame of expected reduction.

Program PF 3.1.1b: The City shall coordinate with the Santa Barbara County Multi-Jurisdictional Task Group, which promotes source reduction, recycling, and composting, as ways of reducing waste and increasing landfill capacity.

Program PF 3.1.1c: The City shall work with the contracted waste services provider and implement a tiered rate structure based on the size of the trash container. Recycling bins shall be provided free of charge.

Policy PF 3.1.3: The City shall provide recycling at all public facilities.

Program PF 3.1.3a: The City shall establish a recycling program to provide collection and pick up of recyclable materials at all public buildings and events. Public facilities shall have a minimum of three recycling bins within the site.

Program PF 3.1.1b: The City shall develop and implement a monitoring program to ensure 50 percent minimum participation in its own municipal recycling efforts.

Program PF 3.1.3c: The City shall provide for the installation and maintenance of trash and recycling receptacles along Guadalupe Street between Eighth and Twelfth Streets.

Goal PF 4: Effective and responsive police and fire services for public health and safety needs.

Objective PF 4.1: Maintain a ratio of 1.5 police officers per 1,000 residents and 1.2 firefighters per 1,000 residents.

Policy PF 4.1.1: In the review and approval of projects, identify the police and fire services needs generated by the project.

Program PF 4.1.1a: The City shall analyze the additional service demands for police and fire services and, as necessary, require new development to provide funding to meet the cost of providing additional personnel.

Policy 4.1.2: Guadalupe's crime rates and types of crime shall be monitored to determine the most appropriate methods to target and reduce crime in the City.

Program PF 4.1.2a: The Police Department shall monitor response history and case load history for the Guadalupe Police Department. Consider adding additional personnel as required to maintain an adequate level of police response. Where a nexus can be demonstrated and State law allows, consider requiring an impact fee on new development to finance a portion of the costs for increasing police staffing.

Program 3.1.1b: The Police Department shall create a crime prevention program that reaches out to a variety of Guadalupe's residents, including seniors, students, and business owners.

Objective PF 4.3: Maintain a maximum response time of five minutes for all emergency calls.

Policy PF 4.3.1: The City shall provide equipment, facilities, and man-power sufficient to assure rapid response times concurrent with development.

Program PF 4.3-A The City shall analyze the additional service demands for fire and police services and, as necessary, require new development to provide funding to meet the cost of providing equipment and safety gear to meet the needs of new population growth.

Goal PF 5: Quality schools and educational facilities.

Objective PF 5.1: Meet bi-annually with Guadalupe Union School District to achieve a student-to-teacher ratio not exceeding 29 to 1.

Policy PF 5.1.1: The City shall collaborate with the Guadalupe Union School District to ensure the provision of educational facilities sufficient for the existing and anticipated K-12 population.

Program PF 5.1.1a: The City shall work with the School District to address anticipated deficits between the cost of constructing necessary new schools and the revenues generated by developer fees. Where a clear nexus can be shown between the impacts of a development and the need for new school facilities and there are insufficient revenues to construct the new school, the City shall consider the need for additional project mitigation to be provided by the project sponsor, which may include dedication of school sites, provision of infrastructure improvements to a school site, and/or additional impact fees.

Policy PF 5.1.2: The City shall ensure that educational programs are accessible to residents who speak languages other than English.

Program 5.1.2a: The City shall coordinate with the Guadalupe Unified School District to develop learning programs for non-English speaking students.

Objective PF 5.2: The City shall annually identify and solicit funding for library books and computers.

Policy PF 5.2.1: Ensure library access to all residents, including the elderly and underserved populations.

Program PF 5.2.1a: The City shall work with the Santa Barbara County Library System to ensure adequate services are provided to all residents. The City will assist the Library in identifying additional sources to fund improvements such as developer fees, tax credits for the contribution of books and other resources and public fund raising campaigns.

11.0 CONSERVATION

11.1 Introduction

Conservation is the planned management, preservation, and wise use of natural resources. The conservation element of the General Plan provides direction regarding the conservation, development, and utilization of natural resources within a community and surrounding area (Office of Planning Research [OPR], 2003). California Government Code Section 65302(d) requires that the conservation element describe water, forests, soils, rivers, harbors, fisheries, wildlife, minerals, and other natural resources to the extent that they are relevant within a community. Other natural resources important to the City of Guadalupe include air quality and energy.

Major natural resource areas within the City's planning area include the Santa Maria River floodplain and riparian corridor, the Ninth Street wetlands complex, and the prime agricultural land immediately surrounding the City limits. Emerging directions for conservation include: preservation of the Ninth Street wetlands, conservation of water resources, pursuit of city beautification activities, and promotion of sustainability through use of renewable energy and green building techniques. The goals, objectives, policies, and programs in this element aim to address these issues in order to make Guadalupe a healthy, sustainable community.

11.2 Goals, Objectives, Policies, and Programs

Goal C 1: Protected and enhanced natural habitats where native plants and wildlife species thrive.

Objective C 1.1: Maintain the quality of natural wetland areas and riparian corridors to meet State and Federal standards.

Policy C 1.1.1: The City shall designate wetlands, riparian habitat and wildlife corridors associated with the Santa Maria River and its tributaries as sensitive biological areas and protect these areas through its land use decisions.

Program C 1.1.1.a: Pursue outside funding to identify and do a biological assessment of wetland resources, riparian habitat and wildlife corridors within the planning area.

Program C 1.1.1.b: Amend the General Plan and Zoning Regulations to establish a Conservation/Open Space (C/OS) zoning and to apply the zoning to sensitive biological areas. C/OS-zoned areas shall be protected

from encroachment by incompatible urban uses and emphasize preservation of natural systems over human activity.

Program C 1.1.1.c: Maintain an up-to-date inventory and map of sensitive biological habitat areas and habitat linkages within the Guadalupe planning area.

Program C 1.1.1.d: Acquire wetland habitat located within the City limits.

Program C 1.1.1.e: Collaborate with the San Luis Obispo Land Conservancy, the Dunes Center and other conservation groups to develop a Resource Conservation Ordinance by 2015.

Program C 1.1.1.f: Collaborate with the San Luis Obispo Land Conservancy, the Dunes Center, and other conservation groups to develop grant funding partnerships for wetland and riparian habitat restoration.

Objective C 1.2: Protect and enhance native plant communities, trees, and designated wildlife corridors within the City through use of native plants in new public and private development, capital projects, and public maintenance programs.

Policy C 1.2.1: The City shall develop native, drought tolerant landscaping requirements within the development code which shall apply to municipal and private development projects.

Program C 1.2.1.a: Develop a list of plant species, native to the Central California Coast region, which will be utilized for municipal landscaping and private development projects.

Program C1.2.1.b: Identify disturbed native or naturalized habitats in the City and retain a state-licensed Landscape Architect to prepare revegetation and maintenance plans for these areas by 2012.

Program C1.2.1.c: City will pursue public and private grants, donations, interagency assistance and other measures to implement native plant revegetation programs

Policy C 1.2.2: New development shall be responsible for preserving Native Trees, such as Coast Live Oak, California Sycamore, Alder, Willow and other biologically important species identified by City. The City shall maintain an inventory of mature or “heritage” trees in streets, parks and other public places.

Program C 1.2.2.a: Develop a Tree Protection Ordinance by 2012 to preserve mature and heritage trees unless they are determined to be detrimental to public health and safety by the City Council.

Program C1.2.2.b: Require development projects to mitigate the loss of healthy native trees through the planting of additional trees on-site and off-site in urban locations, with replacement tree location, type and size to be approved by the City.

Program C 1.2.2.c: Secure community beautification or urban forestry grant funding and donations to increase the number and quality of street trees, and to improve the health and appearance of street trees and municipal landscaping.

Goal C 2: Well managed water resources resulting in clean, reliable municipal supply and high aquatic habitat value.

Objective C 2.1: Protect the quality of surface water and groundwater resources to ensure they meet applicable federal, state and regional requirements and regulations by 2015 and thereafter.

Policy C 2.1.1: Through land use decisions, capital improvements and budget programming, the City shall protect groundwater supply and surface water quality in the Santa Maria groundwater basin and the Santa Maria River.

Program C 2.1.1.a: Collaborate with local conservation groups, including Project Clean Water Santa Barbara County, to pursue funding for development of a Stormwater Management Plan.

Program C 2.1.1.b: Require the application of construction related erosion control measures, including Stormwater Pollution Protection Plans (SWPPP), for all new construction.

Program C 2.1.1.c: Collaborate with County and City planning and engineering staff, Regional Water Quality Control Board staff, and local conservation groups to secure funding to update the Municipal Code to incorporate Low Impact Development (LID) standards and to integrate those standards with applicable City ordinances, design guidelines and procedures.

Program C 2.1.1.d: Collaborate with engineering staff, local conservation groups and Department of Water Resources staff to identify and protect

areas of groundwater recharge in the City planning area from pollution and development by 2015.

Objective C 2.2: Identify and document potential water conservation and recycling opportunities.

Policy C 2.2.1: The City shall promote voluntary conservation efforts to reduce citizens' per capita water use.

Program C 2.2.1.a: Develop and provide incentives for existing and future customers to reduce water consumption, such as free or low-cost water audits, conservation rewards programs and ultra low-flush toilet replacement incentives.

Policy C 2.2.2: The City shall adopt a series of Best Management Practices for water conservation measures that will be mandatory in new development and strongly encouraged for existing customers.

Program C 2.2.2.a: Secure funding to develop and implement a City-sponsored program of mandatory water conservation measures for new development. Develop a retro-fit program for existing development that is based on incentive-driven voluntary participation to achieve specific targets for water conservation. Examples include: Ultra-low flush toilets, plumbing retrofits, leak detection, gray water use and xeriscape landscape design standards.

Goal C 3: Air quality that supports health and enjoyment for those who live, work in and visit Guadalupe.

Objective C 3.1: Achieve and maintain Air Quality levels within the City which meet or exceed State and Federal standards.

Policy C 3.1.1: City actions, including development approvals and capital improvement projects shall help prevent undesirable climate changes and deterioration of protective atmospheric functions.

Program C 3.1.1.a: Collaborate with the Santa Barbara County Air Pollution Control District to implement the Clean Air Plan and to monitor air quality within the Guadalupe region.

Program C 3.1.1.b: Support Santa Barbara County Association of Government's (SBCAG) efforts to implement air quality provisions within

the Regional Transportation Plan by meeting bi-annually with SBCAG advisory council.

Program C 3.1.1.c: Support Santa Barbara County Air Pollution Control District's efforts to retrofit industrial uses in the City to reduce negative impacts on air quality by meeting bi-annually with APCD staff and pursuing funding partnerships for industrial retrofit projects within the City.

Policy C 3.1.2: City actions shall minimize greenhouse gas emissions.

Program C 3.1.2.a: Inventory and monitor City greenhouse gas emissions to achieve and maintain levels from the 1990's as consistent with AB 32 and SB 375.

Program C 3.1.2.b: Implement public transit, bicycle, and pedestrian-oriented land use and design strategies in new development, as described in the Land Use and Circulation elements of the General Plan to reduce the number of single-occupant trips in fossil-fueled vehicles.

Program C 3.1.2.c: Pursue funding partnerships with local and regional organizations to develop a Climate Action Plan by 2015.

Goal C 4: An educated, active community in energy efficiency and sustainability.

Objective C 4.1: Reduce energy demand by 10 percent over the life of the Community Plan beginning in January 2010 and ending in December 2030.

Policy C 4.1.1: The City shall take action to reduce energy and materials consumption of citizens and municipal departments.

Program C 4.1.1.a: Develop an energy conservation plan providing recommendations to citizens, developers and City employees on methods to reduce energy consumption. The plan shall be developed by 2010, and with implementation kick-off no later than January 2011.

Program C 4.1.1.b: Offer incentives in the form of reduced permit fees, expedited development review or density bonuses for projects that exceed Title 24 energy efficiency requirements of the California Uniform Building Code.

Program C 4.1.1.c: Work with local utilities providers to encourage installation of energy efficient appliances approved by the California

Energy Commission and the Public Utilities Commission by providing energy and cost-saving ideas at the City's public counter and promoting conservation though public access TV and other outreach methods.

Policy C 4.1.2: The City shall take measures to reduce energy necessary to operate municipal buildings and provide public services.

Program C 4.1.2.a: Develop an energy conservation program to reduce energy usage at municipal facilities.

Program C 4.1.2.b: Seek funding to install solar panels or wind generation structures on municipal buildings to provide power.

Program C4.1.2.c: New city buildings shall be designed to qualify for LEED Silver Certification or better.

Policy C 4.1.3: The City shall provide streamlined development review and permit processing for development projects that meet LEED "Silver" energy efficiency standards or an equivalent standard, to City approval.

Goal C 5: Enhanced intergovernmental coordination on conservation issues.

Objective C 5.1: Jointly develop and adopt conservation plans and programs with the surrounding communities of Santa Maria, Oceano and Nipomo and watershed wide organizations for interconnected habitat areas in multiple jurisdictions.

Policy C 5.1.1: Development located in environmentally sensitive areas will be required to notify resource organizations with interest.

Program C 5.1.1.a: Develop conservation plans and programs with watershed based organizations such as the Cachuma Resource Conservation District, the Natural Resources Conservation Service, Project Clean Water Santa Barbara County and other countywide advisory groups.

Program C 5.2.1.a: Extend an open and convenient invitation to watershed based organizations to participate in decisions involving cross-jurisdictional issues.

Program C 5.2.1.b: Designate City Staff and elected official representatives to participate in watershed based organizations by attending meetings and pursuing restoration and resource conservation planning funding partnerships.

12.0 PARKS AND OPEN SPACE

12.1 Introduction

The parks and open space element of a general plan is dedicated to the long-range preservation and conservation of open space. Open space is defined by the California Governor's Office of Planning and Research (OPR) General Plan Guidelines (2003) as "any parcel or area of land or water that is essentially unimproved and devoted to open-space use" (p. 82). According to the OPR Guidelines, a general plan's open space element must address the following topics:

- preservation of natural resources
- managed production of resources
- outdoor recreation
- public health and safety
- trail-oriented recreational use
- retention of all publicly owned corridors for future use
- City and county trail routes linking segments of the California Recreational Trails System

In this Element these topics are divided into four categories. These four categories are:

- Parks and outdoor recreation
- Passive Open Space
- Agricultural resources
- Local and statewide trail systems

Existing Conditions and Emerging Directions

Guadalupe's parks and recreation system includes State, County, and City parks, as well as joint-use facilities such as school playgrounds. These parks provide space for outdoor recreation and often include amenities such as picnic tables and playgrounds. Excluding the vast Guadalupe-Nipomo Dunes Preserve which lies outside the City limits, Guadalupe has 20.78 acres of park space, two school recreational facilities, and a gymnasium in City Hall.

Existing open space, including the Santa Maria River Floodplain and the Ninth Street wetland complex, provides Guadalupe with resource preservation and management, public health benefits, and aesthetic value. Additionally, Guadalupe is surrounded by agricultural land under Williamson Act Contracts which enhances the City's feeling of open space; however, this also has implications for future growth and development. Analysis of existing parks and open space reveals that park acreage expansion, park improvements, open space access, and agricultural resource protection are all needs for Guadalupe's future. These issues are addressed in the goals, objectives, policies, and programs of this element.

12.2 Goals, Objectives, Policies, and Programs

Goal PO 1: Adequate parks and recreational facilities to meet community needs.

Objective PO 1.1: The City will achieve a park area to population ratio of 3 acres/1,000 persons, with emphasis on meeting the recreation needs of underserved neighborhoods first. Underserved neighborhoods are areas that include residential parcels that aren't within one quarter mile of a park.

Policy PO 1.1.1: Through development review and capital improvement programming, City will designate parkland consistent with the adopted standards.

Policy PO 1.1.3: New development shall dedicate land for parks according to the City standard rather than pay in-lieu fees, unless the Council determines it is physically infeasible to dedicate the required amount of parkland.

Policy PO 1.1.2: Parks and recreation facilities for underserved neighborhoods shall have funding priority over park facilities that meet or exceed standards.

Program PO 1.1.2.a: Seek grant funding to expand parks and improve recreation facilities in underserved neighborhoods.

Goal PO 2: A variety of parks and recreation facilities to meet diverse public needs.

Objective PO 2.1: Construct a youth-oriented recreation facility that includes a swimming pool, exercise facilities, and space for other after-school recreation activities by the year 2012.

Policy PO 2.1.1: As part of development review and capital improvement programming, the City will address youth recreation needs.

Program PO 2.1.1 a.: City will seek grant funding to build a skate park in the existing location of Central Park, located on the corner of Pacheco Street and Tenth Street.

Program PO 2.1.1.b.: The City will seek grant funding to develop a recreation center serving community-wide and after-school youth programs, and to create youth job opportunities.

Program PO 2.1.1.c.: The City will conduct a community park use and needs study to determine best locations for new parks.

Goal PO 3: Low maintenance, safe and attractive parks.

Objective PO 3.1: Establish a cost-effective parks maintenance program that reduces overall program costs while improving park appearance and safety.

Policy PO 3.1.1: Parks shall be professionally designed and adequately maintained.

Program PO 3.1.1.a.: Existing parks shall be evaluated for design and safety improvements.

Program PO 3.1.1.b.: New parks, and significant changes to existing parks, shall be designed by a licensed Landscape Architect or other qualified professional.

Policy PO 3.1.2: Establish a volunteer park support program to help maintain parks.

Goal PO 4: Easily accessed parks and open spaces.

Objective PO 3.2: Provide safe, convenient linkages to park and recreational facilities and open space areas.

Policy PO 3.2.1: Develop pedestrian and bicycle paths between recreational facilities, parks and residential development that are separate from the street network.

Policy PO 3.2.2: Implement safety features along pedestrian and bicycle paths.

Program PO 3.2.2.1: Seek funding to pave pathways and provide adequate lighting.

Objective PO 4.2: Develop specific pedestrian and bicycle routes to the Guadalupe-Nipomo Dunes complex.

Program PO 4.2.1: Working with the State, prepare and adopt management and access guidelines for the Guadalupe-Nipomo Dunes Complex while protecting the ecology of those areas.

Goal PO 5: Preserve agricultural land within the planning area.

Objective PO 5.1: Discourage the premature conversion of agricultural land to urban uses to maintain the area's economic, aesthetic and agricultural values.

Policy PO 5.1.1: Ensure planning in agricultural zones is consistent with the goals, objectives, policies and programs outlined in the Santa Barbara County Comprehensive Plan.

Objective PO 5.2: Enhance agricultural viability and protect the public health, safety and welfare through the development and implementation of an agricultural buffer policy.

Policy PO 5.2.1: The City shall develop criteria for buffers between agricultural land uses and non-agricultural land use designations by 2015.

Program 5.2.1.a.: Buffers shall be established on all parcels proposed for non-agricultural development adjacent to agricultural uses, when the property is exposed to agricultural operations.

Program 5.2.1.b.: No portion of new residential structure within a non-agricultural land use designation shall be located closer than 100 feet from the site of agricultural operations within an agricultural land use designation. Lesser or greater distances may be required based upon site-specific circumstances including the consideration of established or existing farming operations and practices.

Program 5.2.1.c.: The buffer area shall be noticed and/or fenced and landscaped in such a manner to discourage human and domestic animal movement between the urban and agricultural areas and to screen urban uses from dust and other wind-borne materials.

Program 5.2.1.d.: The buffer area shall contain a minimum 20 feet depth of landscaping, with a mix of broad-leaf and coniferous species and growth habits. Plantings shall be sufficiently dense and mature to provide aerosol protection within the first year of establishment. Lesser or greater landscaping depth may be required based upon site specific circumstances.

Program 5.2.1.e.: Buffer standards associated with non-residential structures shall take into consideration the type of use, building orientation and roadway design.

13.0 SAFETY

13.1 Introduction

California Government Code Section 65302(g) requires that general plans include a safety element to reduce the potential risk of death, injuries, property damage, and economic and social dislocation resulting from fires, floods, earthquakes, landslides, and other hazards. Safety elements must identify hazards and hazard abatement provisions to guide local decisions related to zoning, subdivisions, and entitlement permits. As such, this Element contains general hazard and risk reduction strategies and policies supporting hazard mitigation measures. Policies address the identification of hazards and emergency response, as well as mitigation through avoidance of hazards by new projects and reduction of risk in developed areas.

The City has extensive maps covering hazards which may affect the community however, most of Safety documents need to be updated. Additionally Guadalupe needs to update its avoidance and recovery plans, especially for transportation safety, vandalism, and natural disasters. The development and implementation of safety and hazard mitigation plans, hazard education programs, safe construction practices, and floodplain management near Pioneer Street are needed as well.

13.2 Goals, Objectives, Policies, and Programs

Goal S 1: A community with a comprehensive and reliable emergency response capability

Objective S 1.1: Maintain emergency response connectivity from East side of railway to West side of railway.

Policy S 1.1.1: Response capability from the East side of the railway to the West side of the railway shall be maintained at all times.

Program S 1.1.1.a: Perform feasibility study on response capability enhancement and grant options to fund options which may include creation of alternate routes, bridges, tunnels, resource redundancy, or resource dispersal.

Objective S 2.1: Improve Emergency Medical Response Capabilities and Options.

Policy S 2.1.1: At least one City firefighter per shift shall have, as a minimum, paramedic level medical training.

Program S 2.1.1.a: A training program should be established. Funds should be sufficient to provide training for at least three firefighters.

Program S 2.1.1.b: In new Fire Department hires, the City should give special consideration to firefighters with advanced medical training and capabilities.

Goal S 2: A community with safe night time environments and reduced vandalism

Objective S 2.1: Increase street lighting levels in residential neighborhoods 25% measured in foot candles per square foot.

Policy S 2.1.2: Neighborhood streets should be well lit and broken lights shall be replaced within 2 days of discovery.

Program S 2.1.2.a: Increase number of lighting fixtures or lighting intensity by 25 percent.

Program S 2.1.2.b: Public works shall enforce light replacement and upkeep.

Objective S 2.2: Graffiti is removed from private and public property within 48 hours of discovery.

Policy S 2.2.1: City will discourage the creation of long, uninterrupted walls or building surfaces that provide convenient locations for graffiti. Where such surfaces are created, they shall be easily refinished to remove graffiti, or shall be planted with a climbing vine.

Program S 2.2.1.a: Have local Boys and Girls Club start quick response paint team to remove graffiti from public property. This will encourage awareness and community pride while educating youth on the process of community service.

Program S 2.2.1.b: City shall amend its regulations to require removal of graffiti on private property within 48 hours.

Goal S 3: A community with comprehensive, updated hazard mapping

Objective S 3.1: Map All Compressible and Collapsible Soils Locations.

Policy S 3.1.1: All known hazards should be geographically mapped.

Program S 3.1.1.a: A study should be completed to evaluate soils and hazards to evaluate development capabilities.

Objective S 3.2: Update and maintain hazard mapping with most current mapping software.

Policy S 3.1.2: Hazard maps should be updated every two years, or as often as necessary to remain current with available information and technology.

Program S 3.1.2.a: Options for mapping expertise should be sought. This could be a possible intern project or temp hire option.

Goal S 4: A community without water and flooding hazards

Objective S 4.1: Eliminate flooding on Pioneer and 9th streets.

Policy S 4.1.1: Areas identified as potential flood hazard threat areas shall be mitigated.

Program S 4.1.1.a: Publish City Hazard Mitigation Plan.

Program S 4.1.1.b: Seek State hazard mitigation grant funds to supplement, and provide funds to mitigate hazards.

Objective S 4.2: Improve Santa Maria Riverbed levy Strength.

Policy S 4.1.2: All levies that pose a threat through failure to the City shall be mitigated and improved.

Program S 4.1.2.b: Establish mitigation agreement with Santa Maria and Santa Barbara County to mitigate levy hazards.

Goal S 5: Seismically safe buildings and infrastructure throughout City

Objective S 5.1: Retrofit all Unreinforced Masonry (URM) Buildings.

Policy S 5.1.1: All URM buildings shall be retrofitted by 2018 in compliance with current unreinforced masonry policies.

Program S 5.1.1.a: Publish City Hazard Mitigation Plan.

Program S 5.1.1.b: Seek State or federal hazard mitigation grant funds to supplement, and provide funds to mitigate hazards and retrofit buildings.

Program S 5.1.1.b: Employ temporary building or business swap programs to allow time to retrofit buildings.

14.0 NOISE

14.1 Introduction

State law requires cities and counties to include a noise element in their general plans. The purpose of the Noise Element is to limit the exposure of the community to excessive noise levels. According to the Office of Planning and Research (OPR) General Plan Guidelines (2003) an adequate noise element must include: 1) an analysis of noise levels and the extent of noise exposure through noise measurements or modeling, and 2) noise standards to be used for land use planning. The Element is to be used to guide decisions concerning land use and the location of common sources of excessive noise levels. To that end, the Noise Element identifies and addresses noise sources and establishes projected noise levels for significant noise generators.

The primary sources of noise in Guadalupe are roadway traffic, railroad traffic, and industrial plant operations. Growth in population and through traffic has the potential to increase the noise levels from these sources. Thus, emerging directions include implementing a variety of noise mitigation measures, such as strategically placed berms, vegetation, and other potential sound buffers. The goals, policies, objectives, and programs presented in this Element relate to the preservation and enhancement of the acoustical environment in order to enhance the quality of life in Guadalupe. By recognizing existing sources of noise pollution, taking reasonable steps to mitigate future impacts, and preventing additional sources of noise, the City seeks to achieve a more pleasant environment and a comfortable and calming community.

14.2 Goals, Objectives, Policies, and Programs

Goal N 1: Noise levels that remain within acceptable levels for all land uses.

Objective N 1.1: Locate noise sensitive uses away from the major sources of noise generation.

Policy N 1.1.1: The City shall consider noise levels when making land use planning decisions.

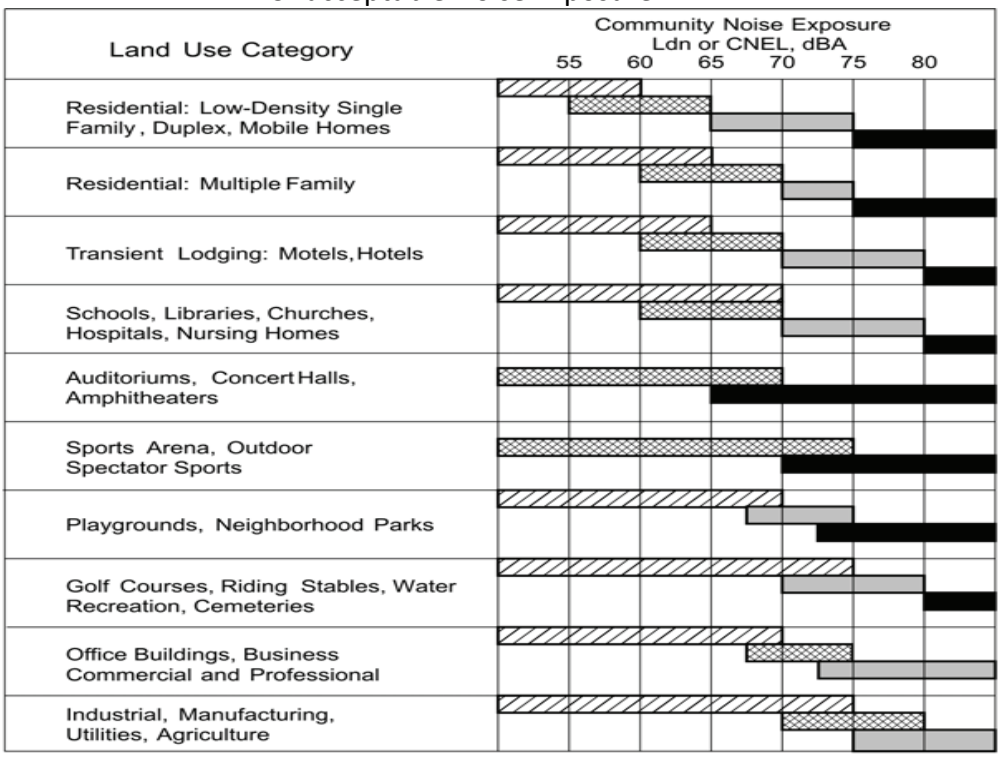
Policy N 1.1.2: A pattern of land uses that separates noise-sensitive land uses from major noise sources shall be maintained.

Policy N 1.1.2a: The City shall protect the community from harmful noise levels through discretionary review procedures such as environmental review, design review, and conditional use permits.

Objective N 1.2: Control stationary and mobile sources of noise through regulation and legislation.

Policy N 1.2.1: Noise analysis shall be measured in Ldn, CNEL, or dBA as defined in this Element. Figure 14.1 shows the ranges of noise exposure that are considered to be acceptable, conditionally acceptable, or unacceptable for the development of different land uses.

Figure 14.1: Ranges of Acceptable, Conditionally Acceptable, or Unacceptable Noise Exposure.



INTERPRETATION

NORMALLY ACCEPTABLE

Specified land use is satisfactory, based upon the assumption that any buildings involved are of normal conventional construction, without any special noise insulation requirements.

CONDITIONALLY ACCEPTABLE

New construction or development should be undertaken only after a detailed analysis of the noise reduction requirements is made and needed noise insulation features included in the design. Conventional construction, but with closed windows and fresh air supply systems or air conditioning will normally suffice.

NORMALLY UNACCEPTABLE

New construction or development should generally be discouraged. If new construction or development does proceed, a detailed analysis of the noise reduction requirements must be made and needed noise insulation features included in the design.

CLEARLY UNACCEPTABLE

New construction or development should generally not be undertaken.

Adapted from: Office of Planning and Research, State of California Genera Plan Guidelines, Appendix A: Guidelines for the Preparation and Content of the Noise Element of the Genera Plan. 1990.

Policy N 1.2.2: To allow for temporary construction, demolition or maintenance noise and other short-term noise events, stationary noise standards shall not be exceeded by more than 15 dBA.

Program N 1.2.2a: To allow for temporary construction, demolition, or maintenance noise and other necessary short-term noise events, the stationary source noise standards in Policy N 1.2.1, above, may be exceeded within the receiving land use by:

(a) 5 dBA for a cumulative period of no more than fifteen (15) minutes in an hour.
(b) 10 dBA for a cumulative period of no more than five (5) minutes in an hour.
(c) 15 dBA for a cumulative period of no more than one (1) minute in an hour.

Policy N 1.2.3: The City shall require that industrial and commercial uses be designed and operated to prevent noise impacts on surrounding sensitive land uses (e.g., residential, churches, schools). For these uses, noise levels at the property line shall not exceed the following noise levels:

(a) 65 dBA L50 (7:00 a.m. to 10:00 p.m.)
(b) 55 dBA L50 (10:00 p.m. to 7:00 a.m.)

Policy N 1.2.4: The following sources of noise are exempt from the standard in N 1.2.2: motor vehicles on public streets; trains; emergency equipment, vehicles, devices, and activities; temporary construction, maintenance, or demolition activities conducted between the hours of 7:00 a.m. and 7:00 p.m.

Objective N 1.3: Reduce harmful noise levels from all sources by means of insulation and/or other means of noise mitigation.

Policy N 1.3.1: The City shall require applicants for noise-sensitive developments, such as private schools, residences, and private hospitals, in areas subject to noise levels greater than 65 dBA CNEL to obtain the services of a professional acoustical engineer to provide a technical analysis and to design mitigation measures to attenuate noise to acceptable levels.

Policy N 1.3.2: In noise sensitive areas, innovative methods of noise mitigation will be used along proposed and existing roadway segments and railroad right-of-ways.

Program N.1.3.2a: The City shall implement sound mitigation methods around traffic routes, such as landscaped berms, vegetation, and appropriate distances from noise sensitive areas.

Policy N 1.3.3: When crafting noise mitigation programs, sound walls shall be the least preferred option for the City.

Policy N 1.3.4: The City shall require the control of noise at the source for new development deemed to be noise generators through site design, building design, landscaping, hours of operation, and other techniques.

Policy N 1.3.5: The City shall require operational limitations and noise buffering for new uses that generate significant noise impacts near sensitive uses.

Policy N 1.3.6: During all phases of construction, the City shall minimize the exposure of neighboring properties to excessive noise levels from construction-related activity.

Policy N 1.3.7: The City shall require mitigation measures to minimize noise impacts on surrounding areas as part of the permit review process for land uses of a temporary nature, such as fairs and other community events. The noise levels from the temporary use should conform to noise level guidelines for the City.

Policy N 1.3.8: The City shall seek to reduce impacts from groundborne vibrations associated with rail operations by requiring that habitable buildings are sited at least 100-feet from the centerline of the tracks, whenever feasible. An interior noise level of up to 45 dBA, with windows closed, must not be exceeded.

Policy N 1.3.9: New development or new land uses shall be consistent with noise standards appropriate and sensitive to adjacent land uses.

15.0 COMMUNITY DESIGN AND SENSE OF PLACE

15.1 Introduction

Community Design and Sense of Place

The Community Design and Sense of Place chapter focuses on creating a desirable environment in which to live, work, and play. It also emphasizes Guadalupe's unique and historic identity. While the Community Design Element is an elective and not required element of the General Plan, community design includes the relationship between buildings, streets, land uses, open space, circulation, height, massing, natural features, and human activity and, as one of the most visible aspects of the City, warrants comprehensive coverage in the General Plan.

Existing Conditions and Emerging Directions

Within the City, sense of place is created by cultural, historical, and architectural elements, such as murals, setbacks, fencing, architectural details, and storefronts. Key areas that define Guadalupe's sense of place include the downtown commercial core, with its significant historical buildings, various residential neighborhoods, and the industrial park. To strengthen the City's character, architectural guidelines can be created to address new construction, the downtown core, pedestrian connections, park space, public art, and "gateways" to the community. Emphasis on creating public spaces, implementing sustainable design principles, and preserving landmarks, open space, and historical buildings can further enhance Guadalupe's sense of place.

15.2 Goals, Objectives, Policies, and Programs

Goal CS 1: An interconnected system of landscaped sidewalks

Objective CS 1.1: Landscaped sidewalks and streets that provide shade, foliage, screening of unattractive areas, and visual interest.

Policy 1.1.1: Public and private development shall enhance the design of the street with the placement of landscaping on Guadalupe Street, Main Street, and residential sidewalks leading to the commercial center.

Policy CS 1.1.2: Prioritize landscaping and streetscape projects that improve connectivity between residential areas and the commercial center.

Program CS 1.1.2.a: The City will prepare a streetscape plan and design guidelines for lower Guadalupe Street, Main Street along the industrial park, and residential walking paths.

Goal CS 2: "Small town" character in the downtown core

Objective CS 2.1: Buildings in the downtown core shall create a character associated of a typical "main street".

Policy CS 2.1.2: New construction shall maintain a constant street-wall where facades are aligned along the sidewalk's edge.

Program CS 2.1.2.a: Amend zoning regulations that requires minimal setbacks along Guadalupe Street, Pioneer Street, and Olivera Street.

Policy CS 2.1.3: Protecting the character of the downtown core shall be accomplished by regulating the relationship between building height and setbacks.

Program CS 2.1.3.a: Implement the following requirements into the zoning code:

- Appropriate building heights.
- Second story additions should be setback from the street.

Goal CS 3: A community with unique historic resources

Objective CS 3.1: Preserve houses and commercial buildings with historic or architectural significance.

Policy CS 3.1.1: New development and additions shall take into account historic architecture in the downtown core and residential neighborhoods.

Program CS 3.1.1.a: Development in historic districts, or additions or modifications to historic structures shall follow the Secretary of the Interior's Standards for the Treatment of Historic Properties.

Goal CS 4: Development through sustainable design

Objective CS 4.1: Promote sustainable and green design in new buildings and in remodels.

Policy CS 4.1.1: All new construction and renovations shall meet US Green Building Standards (LEED) or another green building certification program to increase environmental efficiency.

Program CS 4.1.1.a: Sustainable and green design standards shall be included in the City's design guidelines.

Goal CS 5: Human scale design in the commercial center that connects pedestrians to the built environment.

Objective CS 5.1: Create a pedestrian-oriented and aesthetically pleasing commercial center.

Policy CS 5.1.1: Promote an aesthetically pleasing commercial center.

Program CS 5.1.1.a: Create and distribute a design pamphlet that recommends standards and outlines benefits of maintaining clear storefront windows, facades, entrances, encourage awnings, and consistent signage.

Goal CS 6: A community with a distinct sense of place.

Objective CS 6.1: Protect the positive identity of Guadalupe's historical areas through upkeep and restoration activities.

Policy CS 6.1.1: The City shall promote the enhancement of building facades and improvement of building conditions of historically significant structures located along Guadalupe Street in the downtown core area.

Program CS 6.1.1.a: Establish rehabilitation tax credit program for the restoration and improvement of historically significant structures built prior to 1936.

Program CS 6.1.1.b: Establish application process for tax breaks to property owners of historically significant buildings in accordance with the Mills Act Property Tax Abatement Program.
http://ohp.parks.ca.gov/?page_id=21412

Program CS 6.1.1.c: Establish a historic plaque program to identify historic properties, promote neighborhood pride, and raise community awareness and appreciation of cultural resources.

Objective CS 6.2: "Brand" the City of Guadalupe as the primary gateway to the Guadalupe-Nipomo Dunes.

Policy CS 6.2.1: The City shall promote connections between the City of Guadalupe and the Guadalupe-Nipomo Dunes and attract

Program CS 6.2.1.a: Advertise Guadalupe as the primary destination for visiting the Guadalupe-Nipomo Dunes. Advertisements shall be made throughout the State of California in applicable tourism venues. Special attention shall be placed on ecology tourism.

Program CS 6.2.1.b: Establish a monthly cleanup and information event to take place along connection corridors such as West Main Street and the Santa Maria River. Cleanup efforts and information events to be based on volunteer help.

Goal CS 7: A community with a distinct cultural heritage and identity.

Objective CS 7.1: Enhance Guadalupe's cultural and community identity.

Policy CS 7.1.1: The City shall promote murals, paintings, sculptures, and other forms of public art to enhance a cultural and community identity.

Program CS 7.1.1.a: Establish a public artwork program through an incremental sales tax. Funds shall be dispersed through public art commission. Local artists shall be given highest priority in artwork commission selection.

Objective CS 7.2: Embrace and promote Guadalupe's cultural diversity.

Policy CS 7.2.1: The multi-cultural identity of Guadalupe shall be acknowledged and celebrated.

Program CS 7.2.1.a: Community meetings should be held periodically that focus on cultural richness of Guadalupe and its surrounding areas. These meetings may take the form of classes taught by qualified individuals to focus on specific aspects of cultural diversity.

Goal CS 8: Enhance neighborhood wellness and community social interaction.

Objective CS 8.1: Establish a community "market day" and seasonal festivals to showcase community talent, crafts, artwork and youth groups.

Policy CS 8.1.1: City programs should encourage and accommodate community events, and provide support services at minimal or no cost for City-sponsored events.

Program CS 8.1.1.a: A bi-weekly farmers market will be held within the city limits. The event will include arts, crafts, music, food, and other appropriate items. This event primarily funded through participants.

Program CS 8.1.1.b: A monthly fundraising event will be held at one of the local park areas to promote city services such as fire, police, and water services. The city shall organize the event and allow for local businesses to participate.

Objective CS 8.2: Create opportunities for expressions of community identity.

Policy CS 8.2.1: The City should help with the organization of events that promote a community identity.

Program CS 8.2.1.a: Theater and concerts will be organized that promote local talent. Events may be held either indoors or outdoors throughout the year.

Program CS 8.1.1.b: Bi weekly parades that promote cultural identity will be held during the summer months along Guadalupe Street.

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Appendix

Appendix to Chapter 1: Acronyms and Abbreviations

µg	microgram(s)
µg/m3	micrograms per cubic meter
µmhos	micromhos
ADT	average daily traffic, average daily trips
ADWF	average dry-weather flow
APCD	Air Pollution Control District
AQMD	Air quality Management District
ARB	California Air Resources Board
BLM	US Bureau of Land Management
BMP	best management practice
BRT	bus rapid transit
CAA	Federal Clean Air Act
CAAQS	California ambient air quality standards
CAL FIRE	California Department of Forestry and Fire Protection
Caltrans	California Department of Transportation
CCC	California Coastal Commission
CDMG	California Division of Mines and Geology (now California Geological Survey)
CEQA	California Environmental Quality Act
CESA	California Endangered Species Act
CIP	Capital Improvement Program
CNDDB	California Natural Diversity Database
CNEL	community noise equivalent level
CNPS	California Native Plant Society
CO	carbon monoxide
CO_2	carbon dioxide
CPUC	California Public Utilities Commission
CWA	Clean Water Act
dB	decibel(s)
dBA	A-weighted decibel(s)
dbh	diameter at breast height
DFA	California Department of Food and Agriculture
DFG	California Department of Fish and Game
DHS	California Department of Health Services
DOC	California Department of Conservation
DOE	US Department of Energy
DOT	US Department of Transportation
DTSC	California Department of Toxic Substances Control
du	dwelling unit(s)
du/ac	dwelling units per acre
DWR	California Department of Water Resources
EIR	environmental impact report
EPA	US Environmental Protection Agency
ESA	Federal Endangered Species Act
FAA	Federal Aviation Administration
FAR	floor area ratio
FEMA	Federal Emergency Management Agency

FHA	Federal Housing Administration
FHWA	Federal Highway Administration
FIRM	Flood Insurance Rate Map
GIS	geographic information system
HAP	hazardous air pollutant
HCP	habitat conservation plan
HUD	US Department of Housing and Urban Development
LAFCO	Local Agency Formation Commission
L_{dn}	day-night average noise level
LEED®	Leadership in Energy and Environmental Design
L_{eq}	energy-equivalent noise level
L_{max}	maximum instantaneous noise level during a specific period
L_{min}	minimum instantaneous noise level during a specific period
LOS	level of service
MCL	maximum contaminant level
MEI	maximally exposed individual
msl	mean sea level
NA	not available, not applicable
NAAQS	national ambient air quality standards
NEHRPA	National Earthquake Hazards Reduction Program Act
NEPA	National Environmental Policy Act
NO	nitric oxide
NO_2	nitrogen dioxide
NPDES	National Pollutant Discharge Elimination System
OPR	California Governor's Office of Planning and Research
OSHA	Occupational Safety and Health Administration
PM_{10}	respirable particulate matter less than or equal to 10 microns in diameter
PRC	California Public Resources Code
RWQCB	regional water quality control board
SEL	single-event (impulsive) noise level
SMARA	California Surface Mining and Reclamation Act
SO_2	sulfur dioxide
SR 66	State Route 66
SWP	State Water Project
SWPPP	storm water pollution prevention plan
SWRCB	California Water Resources Control Board
TAZ	traffic analysis zone
TDM	transportation demand management
UBC	Uniform Building Code
USACE	US Army Corps of Engineers
USDA	US Department of Agriculture
USFS	US Forest Service
USFWS	US Fish and Wildlife Service
USGS	US Geological Survey
UWMP	urban water management plan
V/C	volume-to-capacity
VMT	vehicle miles traveled
WDR	waste discharge requirement
WWTP	wastewater treatment plant

Appendix to Chapter 1: Terms and Definitions

Acres, Gross: The total area within the lot lines of a lot of land before public streets, easements or other areas to be dedicated or reserved for public use are deducted from such lot, and not including adjacent lands already dedicated for such purposes.

Acres, Net: The portion of a site that can actually be built upon. The following generally are not included in the net acreage of a site: public rights-of-way, public open-space, and flood ways.

Affordable Housing: Housing capable of being purchased or rented by a household with very low, low, or moderate income, based on a household's ability to make monthly payments necessary to obtain housing. "Affordable to low-and moderate income households" means that at least 20 percent of the units in a development will be sold or rented to lower income households, and the remaining units to either lower or moderate income households. Housing units for lower income households must sell or rent for a monthly cost not greater than 30 percent of 60 percent of area median income as periodically established by Housing and Community Development Department of the State of California (HCD). Housing units for moderate income must sell or rent for a monthly cost not greater than 30 percent of area median income.

Agriculture: Use of land for the production of food and fiber, including the growing of crops and/or the grazing of animals on natural prime or improved pasture land.

Ambient: Surrounding on all sides; used to describe measurements of existing conditions with respect to traffic, noise, air and other environments.

Annex, *v.*: To incorporate a land area into an existing district or municipality, with a resulting change in the boundaries of the annexing jurisdiction.

Aquifer: An underground, water-bearing layer of earth, porous rock, sand, or gravel, through which water can seep or be held in natural storage. Aquifers generally hold sufficient water to be used as a water supply.

Attainment: Compliance with State and federal ambient air quality standards within an air basin. (See "Non-attainment.")

Base Flood: In any given year, a 100-year flood that has a one percent likelihood of occurring, and is recognized as a standard for acceptable risk.

Bicycle Lane (Class II facility): A corridor expressly reserved for bicycles, existing on a street or roadway in addition to any lanes for use by motorized vehicles.

Bicycle Trail (Class I facility): A paved route not on a street or roadway and expressly reserved for bicycles traversing an otherwise unpaved area. Bicycle trails may parallel roads but typically are separated from them by landscaping.

Bicycle Route (Class III facility): A facility shared with motorists and identified only by signs, a bicycle route has no pavement markings or lane stripes.

Bikeways: A term that encompasses bicycle lanes, bicycle paths, and bicycle routes.

Blight: A condition of a site, structure, or area that may cause nearby buildings and/or areas to decline in attractiveness and/or utility. The Community Redevelopment Law (Health and Safety Code, Sections 33031 and 33032) contains a definition of blight used to determine eligibility of proposed redevelopment project areas.

Buffer Zone: An area of land separating two distinct land uses that acts to soften or mitigate the effects of one land use on the other.

Buildout: Development of land to its full potential or theoretical capacity as permitted under current or proposed planning or zoning designations.

California Environmental Quality Act (CEQA): A State law requiring State and local agencies to regulate activities with consideration for environmental protection. If a proposed activity has the potential for a significant adverse environmental impact, an Environmental Impact Report (EIR) must be prepared and certified as to its adequacy before taking action on the proposed project.

California Housing Finance Agency (CHFA): A State agency, established by the Housing and Home Finance Act of 1975, which is authorized to sell revenue bonds and generate funds for the development, rehabilitation, and conservation of low-and moderate-income housing.

Caltrans: California Department of Transportation.

Capital Improvements Program (CIP): A program established by a city or county government and reviewed by its planning commission, which schedules permanent improvements, usually for a minimum of five years in the future, to fit the projected fiscal capability of the local jurisdiction. The program generally is reviewed annually, for conformance to and consistency with the general plan.

Community Development Block Grant (CDBG): A grant program administered by the U.S. Department of Housing and Urban Development (HUD) on a formula basis for entitlement communities, and by the State Department of Housing and Community Development (HCD) for non-entitled jurisdictions. This grant allots money to cities and counties for housing rehabilitation and community development, including public facilities and economic development.

Community Noise Equivalent Level (CNEL): A 24-hour energy equivalent level derived from a variety of single-noise events, with weighting factors of 5 and 10 dBA applied to the evening (7 PM to 10 PM) and nighttime (10 PM to 7 AM) periods, respectively, to allow for the greater sensitivity to noise during these hours.

Community Park: Land with full public access intended to provide recreation opportunities beyond those supplied by neighborhood parks. Community parks are larger in scale than neighborhood parks but smaller than regional parks.

Congestion Management Plan (CMP): A mechanism employing growth management techniques, including traffic level of service requirements, standards for public transit, trip reduction programs involving transportation systems management and jobs/housing balance strategies, and capital improvement programming, for the purpose of controlling and/or reducing the cumulative regional traffic impacts of development.

dB: Decibel; a unit used to express the relative intensity of a sound as it is heard by the human ear.

dBA: The "A-weighted" scale for measuring sound in decibels; weighs or reduces the effects of low and high frequencies in order to simulate human hearing. Every increase of 10 dBA doubles the perceived loudness though the noise is actually ten times more intense.

Density, Residential: The number of permanent residential dwelling units per acre of land. Densities specified in the General Plan may be expressed in units per gross acre or per net developable acre. (See "Acres, Gross," and "Developable Acres, Net.")

Density, Employment: A measure of the number of employed persons per specific area (for example, employees/acre).

Developable Acres, Net: The portion of a site that can be used for density calculations. Some communities calculate density based on gross acreage. Public or private road rights-of-way are not included in the net developable acreage of a site.

Developable Land: Land that is suitable as a location for structures and that can be developed free of hazards to, and without disruption of, or significant impact on, natural resource areas.

Development Agreement: A legislatively-approved contract between a jurisdiction and a person having legal or equitable interest in real property within the jurisdiction (California Government Code §65865 et. se*q*.) that "freezes" certain rules, regulations, and policies applicable to development of a property for a specified period of time, usually in exchange for certain concessions by the owner.

Dwelling Unit: A room or group of rooms (including sleeping, eating, cooking, and sanitation facilities, but not more than one kitchen), that constitutes an independent.

Emission Standard: The maximum amount of pollutant legally permitted to be discharged from a single source, either mobile or stationary.

Endangered Species: A species of animal or plant is considered to be endangered when its prospects for survival and reproduction are in immediate jeopardy from one or more causes.

Environment: CEQA defines environment as "the physical conditions which exist within the area which will be affected by a proposed project, including land, air, water, mineral, flora, fauna, noise, and objects of historic or aesthetic significance."

Erosion: (1) The loosening and transportation of rock and soil debris by wind, rain, or running water. (2) The gradual wearing away of the upper layers of earth.

Expansive Soils: Soils that swell when they absorb water and shrink as they dry. Family: One or more persons occupying one dwelling unit and living together as a single housekeeping unit.

Fault: A fracture in the earth's crust forming a boundary between rock masses that have shifted.

Flood, 100-Year: The magnitude of a flood expected to occur on the average every 100 years, based on historical data. The 100-year flood has a 1/100, or one percent, chance of occurring in any given year.

Flood Insurance Rate Map (FIRM): For each community, the official map on which the Federal Insurance Administration has delineated areas of special flood hazard and the risk premium zones applicable to that community.

Floodplain: The relatively level land area on either side of the banks of a stream regularly subject to flooding. That part of the floodplain subject to a one percent chance of flooding in any given year is designated as an "area of special flood hazard" by the Federal Insurance Administration.

Floodway: The channel of a river or other watercourse and the adjacent land areas hat must be reserved in order to discharge the "base flood" without cumulatively increasing the water surface elevation more than one foot. No development is allowed in floodways.

Floor Area Ratio (FAR): A ratio that defines the maximum gross floor area permitted on a site divided by the total net area of the site, expressed in decimals to one or two places. For example, on a site with 10,000 net sq. ft. of land area, a Floor Area Ratio of 1.0 will allow a maximum of 10,000 gross sq. ft. of building floor area to be built. On the same site, an FAR of 1.5 would allow 15,000 sq. ft. of floor area; an FAR of 2.0 would allow 20,000 sq. ft.; and an FAR

of 0.5 would allow only 5,000 sq. ft. Also commonly used in zoning, FARs typically are applied on a parcel-by-parcel basis as opposed to an average FAR for an entire land use or zoning district.

Ground Failure: Ground movement or rupture caused by strong shaking during an earthquake. Includes landslide, lateral spreading, liquefaction, and subsidence.

Ground Shaking: Ground movement resulting from the transmission of seismic waves during an earthquake.

Groundwater: Water under the earth's surface, often confined to aquifers capable of supplying wells and springs.

Growth Management: The use by a community of a wide range of techniques in combination to determine the amount, type, and rate of development desired by the community and to channel that growth into designated areas. Growth management policies can be implemented through growth rates, zoning, capital improvement programs, public facilities ordinances, urban limit lines, standards for levels of service, and other programs. (See "Congestion Management Plan.")

Habitat: The physical location or type of environment in which an organism or biological population lives or occurs.

Hazardous Material: Any substance that, because of its quantity, concentration, or physical or chemical characteristics, poses a significant present or potential hazard to human health and safety or to the environment if released into the workplace or the environment. The term includes, but is not limited to, hazardous substances and hazardous wastes.

Household: All those persons--related or unrelated—who occupy a single housing unit. (See "Family.") Households, Number of: The count of all year-round housing units occupied by one or more persons. The concept of *household* is important because the formation of new households generates the demand for housing. Each new household formed creates the need for one additional housing unit or requires that one existing housing unit be shared by two households. Thus, household formation can continue to take place even without an increase in population, thereby increasing the demand for housing.

Housing and Urban Development, U.S. Department of (HUD): A cabinet-level department of the federal government that administers housing and community development programs.

Housing Unit: The place of permanent or customary abode of a person or family. A housing unit may be a single-family dwelling, a multi-family dwelling, a condominium, a modular home, a mobile home, a cooperative, or any other residential unit considered real property under State law. A housing unit has, at least, cooking facilities, a bathroom, and a place to sleep. It also is a dwelling that cannot be moved without substantial damage or unreasonable cost.

Impervious Surface: Surface through which water cannot penetrate, such as roof, road, sidewalk, and paved parking lot. The amount of impervious surface increases with development and establishes the need for drainage facilities to carry the increased runoff.

Industrial: The manufacture, production, and processing of consumer goods. Industrial is often divided into "heavy industrial" uses, such as construction yards, quarrying, and factories; and "light industrial" uses, such as research and development and less intensive warehousing and manufacturing.

Infill Development: Development of vacant land (usually individual lots or left-over properties) within areas that are already largely developed.

Infrastructure: Public services and facilities, such as sewage-disposal systems, watersupply systems, other utility systems, and roads.

International Building Code (IBC): An international standard building code that sets forth minimum standards for construction.

Jobs/Housing Balance; Jobs/Housing Ratio: The availability of affordable housing for employees. The jobs/housing ratio divides the number of jobs in an area by the number of employed residents. A ratio of 1.0 indicates a balance. A ratio greater than 1.0 indicates a net in-commute; less than indicates a net out-commute.

Land Use Classification: A system for classifying and designating the appropriate use of properties.

Lateral Spreading: Lateral movement of soil, often as a result of liquefaction during an earthquake.

Ldn: Day-Night Average Sound Level. The A-weighted average sound level for a given area (measured in decibels) during a 24-hour period with a 10 dB weighting applied to night-time sound levels. The Ldn is approximately numerically equal to the CNEL for most environmental settings.

Level of Service (LOS) Standard: A standard used by government agencies to measure the quality or effectiveness of a municipal service, such as police, fire, or library, or the performance of a facility, such as a street or highway.

Level of Service (Traffic): A scale that measures the amount of traffic that a roadway or intersection can accommodate, based on such factors as maneuverability, driver dissatisfaction, and delay.

Level of Service A: Indicates a relatively free flow of traffic, with little or no limitation on vehicle movement or speed.

Level of Service B: Describes a steady flow of traffic, with only slight delays in vehicle movement and speed. All queues clear in a single signal cycle.

Level of Service C: Denotes a reasonably steady, high-volume flow of traffic, with some limitations on movement and speed, and occasional backups on critical approaches.

Level of Service D: Designates the level where traffic nears an unstable flow. Intersections still function, but short queues develop and cars may have to wait through one cycle during short peaks.

Level of Service E: Represents traffic characterized by slow movement and frequent (although momentary) stoppages. This type of congestion is considered severe, but is not uncommon at peak traffic hours, with frequent stopping, longstanding queues, and blocked intersections.

Level of Service F: Describes unsatisfactory stop-and-go traffic characterized by "traffic jams" and stoppages of long duration. Vehicles at signalized intersections usually have to wait through one or more signal changes, and "upstream" intersections may be blocked by the long queues.

Liquefaction: The transformation of loose, wet soil from a solid to a liquid state, often as a result of ground shaking during an earthquake.

Low-income Household: A household with an annual income between 50 and 80 percent of the County median family income adjusted by household size, as determined by a survey of incomes conducted by a city or a county, or in the absence of such a survey, based on the latest available eligibility limits established by the U.S. Department of Housing and Urban Development (HUD) for the Section 8 housing program.

L10: A statistical descriptor indicating peak noise levels—the sound level exceeded ten percent of the time. It is a commonly used descriptor of community noise, and has been used in Federal Highway Administration standards and the standards of some cities and counties.

Mercalli Intensity Scale: A subjective measure of the observed effects (human reactions, structural damage, geologic effects) of an earthquake. Expressed in Roman numerals from I to XII.

Mills Act: Enacted in 1972, the Mills Act is an economic incentives program designed to foster the preservation and restoration of historic buildings. The program authorizes participating local governments to grant property tax relief to owners of qualified historic properties who actively restore and maintain those properties.

Mineral Resource: Land on which known deposits of commercially viable mineral or aggregate deposits exist. This designation is applied to sites determined by the State Division of Mines and Geology as being a resource of regional significance, and is intended to help maintain the quarrying operations and protect them from encroachment of incompatible land uses.

Mixed-use: Properties on which various uses, such as office, commercial, institutional, and residential, are combined in a single building or in multiple buildings on a single site in an integrated development project with significant functional interrelationships and a coherent physical design. A "single site" may include contiguous properties.

Moderate-income Household: A household with an annual income between 80 and 120 percent of the County median family income adjusted by household size, usually as established by the U.S. Department of Housing and Urban Development (HUD) for the Section 8 housing program.

National Ambient Air Quality Standards: The prescribed level of pollutants in the outside air that cannot be exceeded legally during a specified time in a specified geographical area.

National Flood Insurance Program: A federal program that authorizes the sale of federally subsidized flood insurance in communities where such flood insurance is not available privately.

National Historic Preservation Act: A 1966 federal law that established a National Register of Historic Places and the Advisory Council on Historic Preservation, and that authorized grants-in-aid for preserving historic properties.

Neighborhood Park: City- or county-owned land intended to serve the recreation needs of people living or working within one-half mile radius of the park.

Noise: Any sound that is undesirable because it interferes with speech and hearing, or is intense enough to damage hearing, or is otherwise annoying. Noise, simply, is "unwanted sound."

Noise Attenuation: Reduction of the level of a noise source using a substance, material, or surface, such as earth berms and/or solid concrete walls.

Noise Contour: A line connecting points of equal noise level as measured on the same scale. Noise levels greater than the 60 Ldn contour (measured in dBA) require noise attenuation in residential development.

Non-attainment: The condition of not achieving a desired or required level of performance. Frequently used in reference to air quality. (See "Attainment.")

Open Space: An area that is intended to provide light and air, visual appeal, space for environmental conservation and space for passive recreation.

Ordinance: A law or regulation set forth and adopted by a governmental authority, usually a city or county.

Parks: Open-space lands whose primary purpose is recreation.

Performance Standards: Zoning regulations that permit uses based on a particular set of standards of operation rather than on particular type of use. Performance standards provide specific criteria limiting noise, air pollution, emissions, odors, vibration, dust, dirt, glare, heat, fire hazards, wastes, traffic impacts, and visual impact of a use.

Planning Area: The area directly addressed by the general plan. A city's planning area typically encompasses the city limits and potentially annexable land within its sphere of influence.

Pollution, Non-Point: Sources for pollution that are less definable and usually cover broad areas of land, such as agricultural land with fertilizers that are carried from the land by runoff, or automobiles.

Pollution, Point: In reference to water quality, a discrete source from which pollution is generated before it enters receiving waters, such as a sewer outfall, a smokestack, or an industrial waste pipe.

Public and Quasi-public Facilities: Institutional, academic, governmental and community service uses, either owned publicly or operated by non-profit organizations, including private hospitals and cemeteries.

Redevelop: To demolish existing buildings; or to increase the overall floor area existing on a property; or both; irrespective of whether a change occurs in land use.

Regional: Pertaining to activities or economies at a scale greater than that of a single jurisdiction, and affecting a broad geographic area.

Regional Housing Needs Plan/Share: A quantification by a COG or by HCD of existing and projected housing need, by household income group, for all localities within a region.

Regional Park: A park typically 150-500 acres in size focusing on activities and natural features not included in most other types of parks and often based on a specific scenic or recreational opportunity.

Rezoning: An amendment to the map and/or text of a zoning ordinance to effect a change in the nature, density, or intensity of uses allowed in a zoning district and/or on a designated parcel or land area.

Right-of-way: A strip of lane occupied or intended to be occupied by certain transportation and public use facilities, such as roads, railroads, and utility lines.

Sanitary Landfill: The controlled placement of refuse within a limited area, followed by compaction and covering with a suitable thickness of earth and other containment material.

Sanitary Sewer: A system of subterranean conduits that carries refuse liquids or waste matter to a plant where the sewage is treated, as contrasted with storm drainage systems (that carry surface water) and septic tanks or leech fields (that hold refuse liquids and waste matter on-site).

Secretary of the Interior's Standards for the Treatment of Historic Properties: Standards for the treatment of historic properties to assist grant funded preservation, rehabilitation, restoration and reconstruction projects under the Mills Act. Details of these standards can be found at *www.cr.nps.gov/hps/tps/standguide/.*

Seiche: An earthquake-generated wave in an enclosed body of water such as a lake, reservoir, or bay.

Seismic: Caused by or subject to earthquakes or earth vibrations.

Sphere of Influence: The probable physical boundaries and service area of a local agency, as determined by the Local Agency Formation Commission of the County.

Structure: Anything, including a building, located on the ground in a permanent location or attached to something having a permanent location on the ground.

Subdivision: The division of a tract of land into defined lots, either improved or unimproved, which can be separately conveyed by sale or lease, and which can be altered or developed. "Subdivision" includes a condominium project as defined in Section 1350 of the California Civil Code and a community apartment project as defined in Section 11004 of the Business and Professions Code.

Subregional: Pertaining to a portion of a region.

Subsidence: The sudden sinking or gradual downward settling and compaction of soil and other surface material with little or no horizontal motion. Subsidence may be caused by a variety of human and natural activity, including earthquakes.

Subsidize: To assist by payment of a sum of money or by the granting of terms or favors that reduce the need for monetary expenditures. Housing subsidies may take the forms of mortgage interest deductions or tax credits from federal and/or state income taxes, sale or lease at less than market value of land to be used for the construction of housing, payments to supplement a minimum affordable rent, and the like.

Substandard Housing: Residential dwellings that, because of their physical condition, do not provide safe and sanitary housing.

Sustainability: Community use of natural resources in a way that does not jeopardize the ability of future generations to live and prosper.

Sustainable Development: Development that maintains or enhances economic opportunity and community well-being while protecting and restoring the natural environment upon which people and economies depend. Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs. *(Source: Minnesota State Legislature)*

Tax Increment: Additional tax revenues that result from increases in property values within a redevelopment area. State law permits that tax increment to be earmarked for redevelopment purposes but requires at least 20 percent to be used to increase and improve the community's supply of very low and low-income housing.

Transportation Demand Management (TDM): A strategy for reducing demand on the road system by reducing the number of vehicles using the roadways and/or increasing the number of persons per vehicle. TDM attempts to reduce the number of persons who drive alone on the roadway during the commute period and to increase the number in carpools, vanpools, buses and trains, walking, and biking. TDM can be an element of TSM (see below).

Tsunami: A large ocean wave generated by an earthquake in or near the ocean.

Up Zone: Changing an area's zoning to one that is denser.

Vehicle-Miles Traveled (VMT): A key measure of overall street and highway use. Reducing VMT is often a major objective in efforts to reduce vehicular congestion and achieve regional air quality goals.

Very-Low Income Household: A household with an annual income between 30 and 50 percent of the County median family income adjusted by household size, as determined by a survey of incomes conducted by a city or a county, or in the absence of such a survey, based on the latest available eligibility limits established by the U.S. Department of Housing and Urban Development (HUD) for the Section 8 housing program.

Volume-to-Capacity Ratio: A measure of the operating capacity of a roadway or intersection, in terms of the number of vehicles passing through, divided by the number of vehicles that theoretically could pass through when the roadway or intersection is operating at its designed capacity. Abbreviated as "V/C". At a V/C ratio of 1.0, the roadway or intersection is operating at capacity. If the ratio is less than 1.0, the traffic facility has additional capacity. Although ratios slightly greater than 1.0 are possible, it is more likely that the peak hour will elongate into a "peak period."

Water-efficient Landscaping: Landscaping designed to minimize water use and maximize energy efficiency.

Wetlands: Transitional areas between terrestrial and aquatic systems where the water table is usually at or near the surface, or the land is covered by shallow water. Under a "unified" methodology now used by all federal agencies, wetlands are defined as "those areas meeting certain criteria for hydrology, vegetation, and soils."

Williamson Act: Known formally as the California Land Conservation Act of 1965, it was designed as an incentive to retain prime agricultural land and open-space in agricultural use, thereby slowing its conversion to urban and suburban development. The program entails a ten-year contract between the City or County and an owner of land whereby the land is taxed on the basis of its agricultural use rather than its market value. The land becomes subject to certain enforceable restrictions, and certain conditions need to be met prior to approval of an agreement.

Zoning: The division of a city or county by legislative regulations into areas, or zones, that specify allowable uses for real property and size restrictions for buildings within these areas; a program that implements policies of the General Plan.

Appendix to Chapter 1: Key Identifiers of Goals, Objectives, Policies and Programs

The following are the identifiers that catalog and number the Goals, Objectives, Policies, and Programs of the Plan.

Identifier	Represents
ED	Economic Development
LU	Land Use
CIR	Circulation
H	Housing
PF	Public Facilities & Services
OS	Open Space
C	Conservation
S	Safety
N	Noise
CD	Community Design/Sense of Place

Appendix to Chapter 2: Results from Public Outreach Meeting, October 23, 2008

Top 6 Improvements needed:

1) Consistent facades downtown
2) Redevelopment of Leroy Park
3) Fix 11th and N. Pioneer St.
4) Continue lighting on Guadalupe
5) More access to Santa Maria
6) Sidewalk extensions/bulb-outs

What people like about Guadalupe:

1) People
2) It is small with few problems
3) Small town feel
4) Local markets
5) Restaurants
6) Known for good athletes
7) Unique environment – dunes
8) Murals
9) Housing from People's self-help

What people do not like about Guadalupe:

1) Development without making sure there is enough water
2) New development (DJ Farms) will be too big, probably not sustainable
3) Living too close to the train can be dangerous (potential for accidents)

How could they make the community better?

1) Target Guadalupe Street for growth
2) Create more access to Santa Maria (extend 11th or Main Street.)
3) Create more diverse shops like before
4) Provide more parking for big events
5) Protect agricultural lands
6) Establish dairy operations to serve local economy
7) Fix Leroy Park
8) Keep industrial zone
9) Provide ramps instead of stairs to the pedestrian bridge over the rail tracks
10) Make safer railroad crossings
11) Improve community (race) relations
12) Provide for better emergency response
13) Create more access to wetlands
14) Provide more lighting – on Guadalupe specifically to at least 5th and Romo's
15) Develop sidewalk extensions – bulb-outs
16) Fix N. Pioneer St. around 8th and 9th
17) Possibly extend Tognazzini Street.
18) Develop more low-income mixed use developments
19) Create more community centers or kids after school programs
20) Implement a barter system

How could Downtown be improved?

21) Make it more inviting
22) Make it pedestrian friendly/walkable
23) Have better maintenance for plants by the city (business owners are doing this now)

24) Implement stop lights
25) Improve plaza design
26) Protect historical buildings
27) Make sure new additions are appropriate
28) Wood doors on old buildings – used to have wood buildings
29) Landscape industrial areas
30) Develop South Guadalupe

Wish List

1) Barter system
2) Environmental education
3) Preserve historic/old buildings
4) Focus on nature: animals, plants, beach, dunes
5) Other form of energy besides petroleum
6) Develop tourism
7) Develop walking or horse-riding routes to the beach
8) Preserve agriculture land
9) Create walks (banquetas) without concrete ("senderos")
10) Educate and preserve the various cultures of this country
11) Juntar basura, Collect garbage together – priority in the downtown
12) Hotel
13) A youth Entertainment center with a pool and programs
14) Parking lot
15) Its own high school so that they don't drive far away
16) A better transportation system, with buses that stop more frequently (every 30 min)
17) I bigger park
18) A place that can host a fair or carnival
19) A recreation center
20) A childcare center for low-income families
21) A Gym
22) More walkable spaces for the pedestrian
23) More illuminated streets
24) Wider streets
25) A plan for housing
26) More buses and public transportation
27) A nice park with a pool
28) A youth center
29) A gym
30) More spaces for the pedestrian
31) A place to host a carnival
32) More lights in the streets

Appendix to Chapter 2: Results from November 20th, 2008 Meeting

A. Demographics and Economic Development

1. Need jobs for teens during the summer that involve sustainability and environmental education.
2. Provide a community center (e.g., for Quinceañera celebrations, parties, and other activities).

B. Land Use

1. Agricultural land should be categorized differently than open space because it is an active use.
2. The County Agriculture Commission has buffers for building other uses near agricultural land.
3. Shared parking would be beneficial downtown so that the parking requirements are not as high for each business.
4. There is an updated version of the DJ Farms specific plan. It will have approximately 800 units, and create a new water source, so the city will have a greater water capacity. The residential lots will range in size from 2200 square feet to 8000 square feet, and there will be 14 acres of park land.
5. The Gularte Tract needs planning.
6. The boundary of the wetlands needs to be determined. This can be done by working with Army Corps of Engineers, Department of Fish and Game, and Regional Water Quality Board. Education about the wetlands is important.
7. Citizens like the idea of housing near Guadalupe Street, but the ground floor along the street should be reserved for other uses.
8. The flooding behind the Far Western Restaurant forced houses to be removed.

C. Circulation

1. Citizens would like to see more street crossings on Guadalupe Street.
2. Reroute and prohibit big trucks on residential streets (especially in the north side of the City).
3. A proposed signal at SR 166 and SR 1.
4. Would like to connect Pioneer Street.
5. Unable to walk to dunes.
6. Vacant land for possible parking at 10th and Guadalupe.
7. A need to increase bus frequency.

D. Public Services, Facilities, and Infrastructure

1. Public faculties should be improved (schools need better playground design).
2. We want a community center (for Quinceaneras, parties, and community activities).

E. Parks and Open Space

1. Citizens want improved benches in Leroy Park and more shade trees.
2. Shade trees are needed in Jack O'Connell Park.
3. The mayor would ideally like to see housing on the low-lying hills to the south of the City limits.
4. Citizens want better connectivity of the parks, and suggested jogging and bike paths with lighting and pavement linking the parks, especially Leroy Park to Jack O'Connell.
5. Citizens want a tennis court.
6. There are too many loose dogs, which makes walking unpleasant. A dog park could possibly remedy this.
7. Citizens go to Santa Maria to have parties in the park.
8. High school students go to Santa Maria for leisure activities; thus people would like more activities for high school students.
9. Citizens would like a youth center like the Abel Maldonado Youth Center in Santa Maria. This center has a gym where dances are held, a pool, game room, and snack bar. There is foosball and billiards in the game room.
10. Budget cuts took away the sports bus that shuttled kids to sports games in Santa Maria, so parents have to drive their kids there. Parents would like to see the sports bus brought back.
11. Bike races pass through Guadalupe on Highway 1 occasionally. The riders make pit stops at Leroy Park, so it would be nice if Leroy Park was improved.
12. Increase opportunity for active recreation and exercise activities for all age groups
13. Provide trees and shades in the parks.
14. Introduce a central park or plaza.
15. Provide a basketball court in an existing park.

F. Community Design and Sense of Place

1. More street crossings on Guadalupe Street.
2. Preserve historical buildings and their ornamentation (like the lighting fixtures on the building next to the NAPA explosion site).
3. Introduce interim guidelines for abandoned buildings in the shopping district.
4. Produce architectural guidelines for residential areas (to beautify residential areas and maintain residential housing stock).
5. Provide public facilities with design guidelines for schools playgrounds.
6. Increase access to parks for all residents, especially teens.
7. Introduce a central park or plaza in the downtown core.
8. Provide wind buffers from agricultural lands.
9. Keep and encourage the California style of architecture (Spanish, Mission, etc).

Appendix to Chapter 2: Results from Stakeholder Interviews January 13, 2009

What do you feel are Guadalupe's strengths?

1) Small-town
2) Close-knit
3) Family-oriented
4) Good weather
5) Proximity to dunes
6) Historic buildings – beauty
7) Friendly, people know each other
8) Diversity, different cultures
9) Closeness to beach/dunes
10) Highway-1
11) Give them a reason to stop
12) Downtown core, architecture
13) Low crime
14) No traffic
15) No smog
16) Quality of life
17) Good restaurants

If you could change one thing about Guadalupe, what would it be?

1) More trees, foliage, flowers, landscaping
2) Increase the sales tax revenue to pay for police, fire, recreation, offer/provide additional services
3) More money, add a hotel, restore old buildings, remove non-functioning buildings in downtown, take advantage of Highway 1 and encourage travelers to stop

What do you think about its population growth rate?

1) Slow pace like the way it is, but it should increase
2) Overcrowding in older section of town
3) Needs to increase somewhat to expand tax-base, however the retention of the small town feel is important also

How would you characterize Guadalupe's citizens?

1) Family, church, community events, annual Christmas parade, Mexican independence parade, rodeo is outside city limits to the north – popular, but nuisance to nearby homes
2) Friendly. Have gotten away somewhat from everyone knowing each other, and in general people are not as involved as the used to be.

What are some things about Guadalupe that make it different from Santa Maria and other Central Coast towns?

1) Small size
2) More authentic Mexican food restaurants
3) Lowest crime rate in Santa Barbara and SLO counties combined
4) Close-knit, mutual respect for friends
5) Low-crime
6) Cheaper rent

How do you think we can address some of the areas of improvement you identified in quantified goals and objectives?

1) Educating business owners
2) Healthy lifestyles for eating
3) Farmer's market needs to be certified by Kaiser Permanente
4) Bring in out-of-town people for farmer's market
5) Investment
6) Need community support
7) Encourage local spending
8) Create a self-sufficient town (need grocery store!)
9) Diversify businesses in the downtown sector

What types of programs are (have been) successful in Guadalupe?

1) Façade grant programs
2) Downtown lighting
3) Small business loans
4) URM grants for retrofits (current)
5) Team sports – parents come support their kids
6) New football field at Jack O'Connell Park
7) Water tower (tank)
8) Obispo Street – new water well 1.6 million gallons augments state water
9) Fundraisers for youth recreation

What are some long-term goals the City is still working towards?

1) Street infrastructure
2) Underground: sewer/water pipelines
3) Circulation improvements
4) Traffic flow
5) Sidewalk improvements (disrepair, poor shape)
6) New City Hall, police, fire (full-time costs $1 million/yr) at DJ Farms
7) Creating a "thriving city"
8) Providing internet access
9) Need to ensure that 11 grants that have been awarded are completed while the money is available. This will help accommodate the anticipated growth from DJ Farms

How would you prioritize Guadalupe's efforts?

1) What we can't see; underground (sewer/water pipelines)
2) Streets, sidewalks
3) Circulation – walking, biking, traffic
4) Beautify downtown

Appendix to Chapter 2: Additional Comments from February 5th, 2009 Meeting

A. Demographics and Economic Development

1) Need jobs for teens during the summer that involve sustainability and environmental education.
2) Provide a community center (for Quinceaneras, parties, and other activities).

B. Land Use

1) Agricultural land should be categorized differently than open space because it is an active use.

C. Circulation

1) Citizens would like to see more street crossings on Guadalupe Street.

D. Public Services, Facilities, and Infrastructure

1) Public faculties should be improved (schools need better playground design).

E. Parks and Open Space

1) Citizens want improved benches in Leroy Park and more shade trees.

F. Community Design and Sense of Place

1) More street crossings on Guadalupe Street.

G. Conservation

1) Agricultural buffers needed to be addressed in Conservation and/or Open Space
2) A Beach or Creek Clean-Up Day was suggested as an avenue to promote community education and awareness of natural resources.
3) Litter, tar and trash were cited by citizens as unpleasant aspects of visiting Guadalupe Beach.
4) Volunteer opportunities are needed to engage youth and other community members.
5) The use of Student Projects (Cal Poly student senior or professional projects) should be explored as a mechanism for achieving Guadalupe's planning goals within the confines of a tight budget. Students in Architecture, Landscape Architecture, Planning, Engineering etc. could put together design recommendations, infrastructure surveys, climate action plans etc. in exchange for units and the opportunity to list the City of Guadalupe as a client on their resume.
6) Explore opportunities to partner with the Cachuma Resource Conservation District (RCD).

Appendix to Chapter 5: Four Scenarios for Development: Minimum and Maximum FARs, with vacant lot and total redevelopment

Minimum (non-rebuild)	Industrial	Lt. Industrial	Retail	Services	Total Commercial (100%)
Projected Number of Jobs in 2030	**115**	**165**	**160**	**360**	**800**
Common Standard for jobs/acre	20 jobs/ acre	20 jobs/ acre	15 jobs/ acre	65 jobs/ acre	
Sq. Ft. required per job	2,178	2,178	2,904	670	
Existing square footage being used for each sector	137,131	197,334	164,388	43,834	542,686
Total Need	250,034	359,806	464,640	241,255	1,315,735
Additional sq. ft. needed for each sector	112,904	162,471	300,252	197,421	773,049
Proposed FAR	**0.30**	**0.60**	**0.60**	**0.60**	
Total Additional acres Needed	**9**	**6**	**11**	**8**	34
Existing Built Acreage	25	36	10	3	136
Vacant Acreage	3	3	1	0	7
Additional Acreage Needed beyond Vacant	6	3	11	8	27

Minimum (rebuild)	Industrial	Lt. Industrial	Retail	Services	Total Commercial (100%)
Projected Number of Jobs in 2030	**115**	**165**	**160**	**360**	**800**
Common Standard for jobs/acre	20 jobs/ acre	20 jobs/ acre	15 jobs/ acre	65 jobs/ acre	
Sq. Ft. required per job	2,178	2,178	2,904	670	
Existing square footage being used for each sector	137,131	197,334	164,388	43,834	542,686
Total Need	250,034	359,806	464,640	241,255	1,315,735
Proposed FAR	**0.30**	**0.60**	**0.60**	**0.60**	
Total Acres Needed	**19**	**14**	**18**	**9**	60
Existing Built Acreage	25	36	10	3	136
Vacant Acreage	3	3	1	0	7
Over/Under Target	9	25	-7	-6	53

Maximum (non-rebuild)	Industrial	Lt. Industrial	Retail	Services	Total Commercial (100%)
Projected Number of Jobs in 2030	**115**	**165**	**160**	**360**	**800**
Common Standard for jobs/acre	20 jobs/ acre	20 jobs/ acre	15 jobs/ acre	65 jobs/ acre	
Sq. Ft. required per job	2,178	2,178	2,904	670	
Existing square footage being used for each commercial sector	137,131	197,334	164,388	43,834	542,686
Total Need	250,034	359,806	464,640	241,255	1,315,735
Additional sq. ft. needed for each sector	112,904	162,471	300,252	197,421	592,135
Proposed FAR	**0.50**	**0.80**	**0.80**	**0.80**	
Total Additional acres Needed	**5**	**5**	**9**	**6**	24
Existing Built Acreage	25	36	10	3	136
Vacant Acreage	3	3	1	0	7
Additional Acreage Needed beyond Vacant	2	2	8	6	17

Maximum (rebuild)	Industrial	Lt. Industrial	Retail	Services	Total Commercial (100%)
Projected Number of Jobs in 2030	**115**	**165**	**160**	**360**	**800**
Common Standard for jobs/acre	20 jobs/ acre	20 jobs/ acre	15 jobs/ acre	65 jobs/ acre	
Sq. Ft. required per job	2,178	2,178	2,904	670	
Existing square footage being used for each sector	137,131	197,334	164,388	43,834	542,686
Total Need	250,034	359,806	464,640	241,255	1,315,735
Proposed FAR	**0.50**	**0.80**	**0.80**	**0.80**	
Total Acres Needed	**11**	**10**	**13**	**7**	42
Existing Built Acreage	25	36	10	3	136
Vacant Acreage	3	3	1	0	7
Over/Under Target	17	29	-2	-4	35

Appendix to Chapter 5: Peak Hour Parking Generation and Daily Trip Generation, Detailed Tables

Peak Hour Parking Generation with Target Growth

Residential						
Land Use	Quantity	ITE Land Use Code	Rate Per Unit	Generation	Mixed Use Reduction	Generation
Downtown Mixed Use	250	230 Residential Condominium/Townhouse	1.38	345	0.5	173
Downtown Residential	222	230 Residential Condominium/Townhouse	1.38	306.36	0.5	153
Corridor Mixed Use	89	230 Residential Condominium/Townhouse	1.38	122.82	0.5	61
Total Residential	**561**					387

Commercial						
Land Use	Quantity	ITE Land Use Code	Rate Per 1,000/SF	Generation	Mixed Use Reduction	Generation
Light Industrial	359,806	110 General Light Industrial	0.49	176.30494	0	176
Heavy Industrial	250,034	110 General Light Industrial	0.49	122.51666	0	123
Retail	464,640	820 Shopping Center	2.26	1050.0864	0.5	525
Service	241,255	932 High-Turnover (Sit-Down) Restaurant	7.3	1761.1615	0.5	881
Commercial	**1,315,735**					**1,704**

*Using Low Rate from Range of Rates because of Guadalupe's Small Size

Total	**2,092**

Peak Hour Parking Generation with Maximum Growth

Residential						
Land Use	Quantity	ITE Land Use Code	Rate Per Unit	Generation	Mixed Use Reduction	Generation
Downtown Mixed Use	675	230 Residential Condominium/Townhouse	1.38	931.5	0.5	466
Downtown Residential	600	230 Residential Condominium/Townhouse	1.38	828	0.5	414
Corridor Mixed Use	240	230 Residential Condominium/Townhouse	1.38	331.2	0.5	166
Total Residential	**1515**					1,045

Commercial						
Land Use	Quantity	ITE Land Use Code	Rate Per 1,000/SF	Generation	Mixed Use Reduction	Generation
Light Industrial	383,328	110 General Light Industrial	0.49	187.83072	0	188
Heavy Industrial	500,940	110 General Light Industrial	0.49	245.4606	0	245
Retail	470,448	820 Shopping Center	2.26	1063.2125	0.5	532
Service	252,648	932 High-Turnover (Sit-Down) Restaurant	7.3	1844.3304	0.5	922
Commercial	**1,607,364**					**1,887**

*Using Low Rate from Range of Rates because of Guadalupe's Small Size

Total	**2,932**

Peak Hour Parking Generation with Target Growth

Residential						
Land Use	Quantity	ITE Land Use Code	Rate Per Unit	Generation	Mixed Use Reduction	Generation
Downtown Mixed Use	250	230 Residential Condominium/Townhouse	1	250	0.5	125
Downtown Residential	222	230 Residential Condominium/Townhouse	1	222	0.5	111
Corridor Mixed Use	89	230 Residential Condominium/Townhouse	1	89	0.5	45
Total Residential	**561**					281

Commercial						
Land Use	Quantity	ITE Land Use Code	Rate Per 1,000/SF	Generation	Mixed Use Reduction	Generation
Light Industrial	359,806	110 General Light Industrial	1	359.806	0	360
Heavy Industrial	250,034	110 General Light Industrial	1	250.034	0	250
Retail	464,640	820 Shopping Center	3.3	1533.312	0.5	767
Service*	241,255	932 High-Turnover (Sit-Down) Restaurant	7.3	1761.1615	0.5	881
Commercial	**1,315,735**					**2,257**

Total	**2,538**

* ITE Rate Used: City Requirement is 1 Parking Space Per Patron Table or 2 Counter Stools

Peak Hour Parking Generation with Maximum Growth

Residential						
Land Use	Quantity	ITE Land Use Code	Rate Per Unit	Generation	Mixed Use Reduction	Generation
Downtown Mixed Use	675	230 Residential Condominium/Townhouse	1	675	0.5	338
Downtown Residential	600	230 Residential Condominium/Townhouse	1	600	0.5	300
Corridor Mixed Use	240	230 Residential Condominium/Townhouse	1	240	0.5	120
Total Residential	**1515**					758

Commercial						
Land Use	Quantity	ITE Land Use Code	Rate Per 1,000/SF	Generation	Mixed Use Reduction	Generation
Light Industrial	383,328	110 General Light Industrial	1	383.328	0	383
Heavy Industrial	500,940	110 General Light Industrial	1	500.94	0	501
Retail	470,448	820 Shopping Center	3.3	1552.4784	0.5	776
Service*	252,648	932 High-Turnover (Sit-Down) Restaurant	7.3	1844.3304	0.5	922
Commercial	**1,607,364**					**2,583**

Total	**3,340**

* ITE Rate Used: City Requirement is 1 Parking Space Per Patron Table or 2 Counter Stools

Daily Trip Generation with Target Growth

Residential

Land Use	Quantity	ITE Land Use Code	Rate Per Unit	Initial Generation	Mixed Use Reduction	MU Adjusted Generation	Pass By Trip Reduction	Final Generation
Downtown Mixed Use	202	230 Residential Condominium/Townhouse	1.53	309.06	0.5	154.53	0	155
Downtown Residential	180	230 Residential Condominium/Townhouse	1.53	275.4	0.5	137.7	0	138
Corridor Mixed Use	72	230 Residential Condominium/Townhouse	1.53	110.16	0.5	55.08	0	55
Total Residential	**454**							**347**

Commercial

Land Use	Quantity	ITE Land Use Code	Rate Per 1,000/SF	Initial Generation	Mixed Use Reduction	Generation	Pass By Trip Reduction	Final Generation
Light Industrial	162,472	110 General Light Industrial	1.58	256.70576	0.5	128.35288	0	128
Heavy Industrial	112,903	110 General Light Industrial	1.58	178.38674	0.5	89.19337	0	89
Retail	300,252	820 Shopping Center	12.5	3753.15	0.5	1876.575	0.6	751
Service	197,421	932 High-Turnover (Sit-Down) Restaurant	73.51	14512.418	0.5	7256.20886	0.6	2,902
Total Commercial	**773,048**							**3,871**

*Using Low Rate from Range of Rates because of Guadalupe's Small Size

Total	**4,218**

Daily Trip Generation with Maximum Growth

Residential

Land Use	Quantity	ITE Land Use Code	Rate Per Unit	Initial Generation	Mixed Use Reduction	MU Adjusted Generation	Pass By Trip Reduction	Final Generation
Downtown Mixed Use	663	230 Residential Condominium/Townhouse	1.53	1014.39	0.5	507.195	0	507
Downtown Residential	519	230 Residential Condominium/Townhouse	1.53	794.07	0.5	397.035	0	397
Corridor Mixed Use	226	230 Residential Condominium/Townhouse	1.53	345.78	0.5	172.89	0	173
Total Residential	**1408**							**1,077**

Commercial

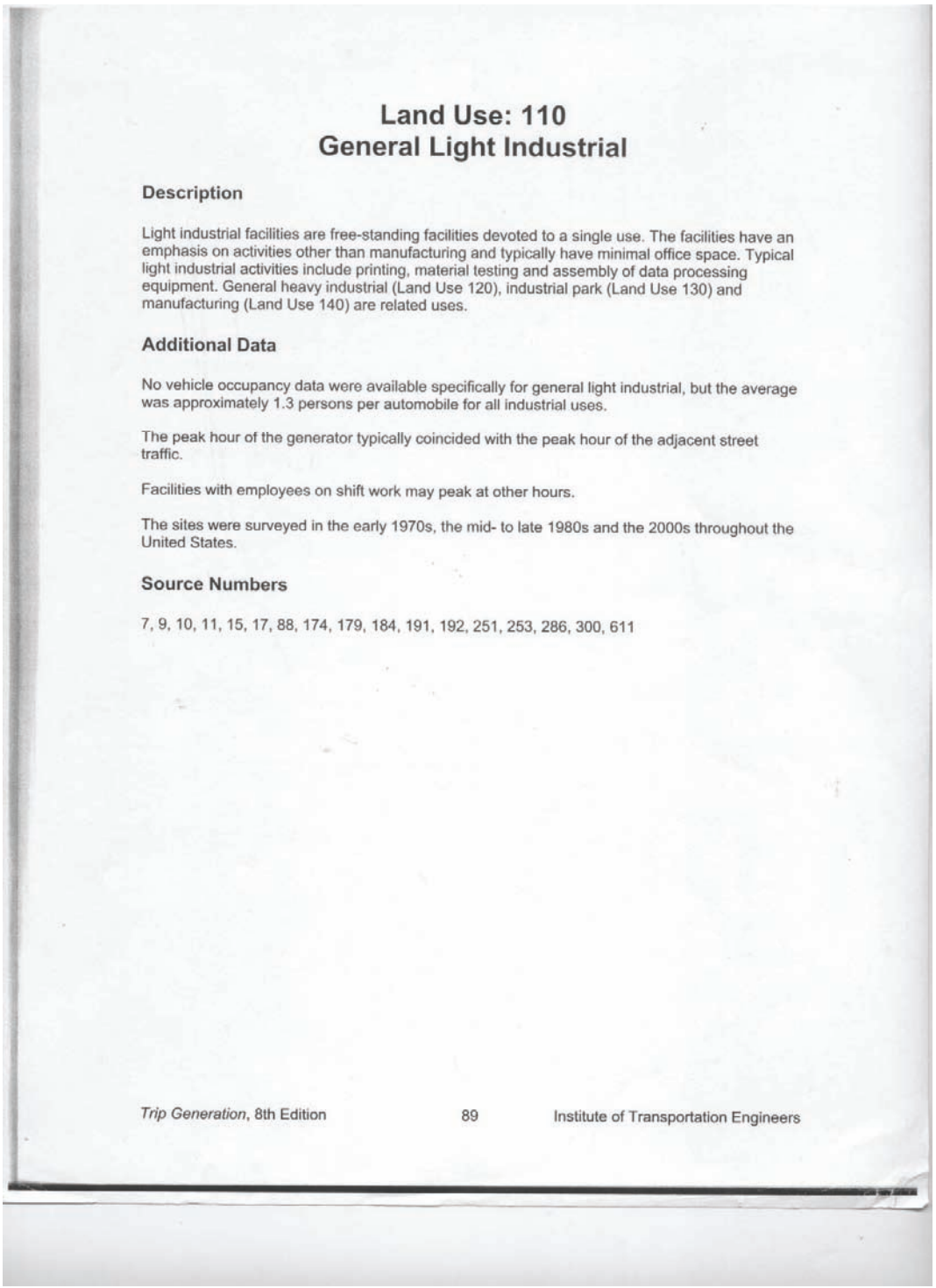
Land Use	Quantity	ITE Land Use Code	Rate Per 1,000/SF	Initial Generation	Mixed Use Reduction	Generation	Pass By Trip Reduction	Final Generation
Light Industrial	185,994	110 General Light Industrial	1.58	293.87052	0.5	146.93526	0	147
Heavy Industrial	363,809	110 General Light Industrial	1.58	574.81822	0.5	287.40911	0	287
Retail	306,060	820 Shopping Center	12.5	3825.75	0.5	1912.875	0.6	765
Service	208,814	932 High-Turnover (Sit-Down) Restaurant	73.51	15349.917	0.5	7674.95857	0.6	3,070
Total Commercial	**1,064,677**							**4,269**

*Using Low Rate from Range of Rates because of Guadalupe's Small Size

Total	**5,347**

Appendix to Chapter 5: ITE Parking and Trip Generation Rates

5-1: General Light Industrial



Land Use: 110
General Light Industrial

Description

Light industrial facilities are free-standing facilities devoted to a single use. The facilities have an emphasis on activities other than manufacturing and typically have minimal office space. Typical light industrial activities include printing, material testing and assembly of data processing equipment. General heavy industrial (Land Use 120), industrial park (Land Use 130) and manufacturing (Land Use 140) are related uses.

Additional Data

No vehicle occupancy data were available specifically for general light industrial, but the average was approximately 1.3 persons per automobile for all industrial uses.

The peak hour of the generator typically coincided with the peak hour of the adjacent street traffic.

Facilities with employees on shift work may peak at other hours.

The sites were surveyed in the early 1970s, the mid- to late 1980s and the 2000s throughout the United States.

Source Numbers

7, 9, 10, 11, 15, 17, 88, 174, 179, 184, 191, 192, 251, 253, 286, 300, 611

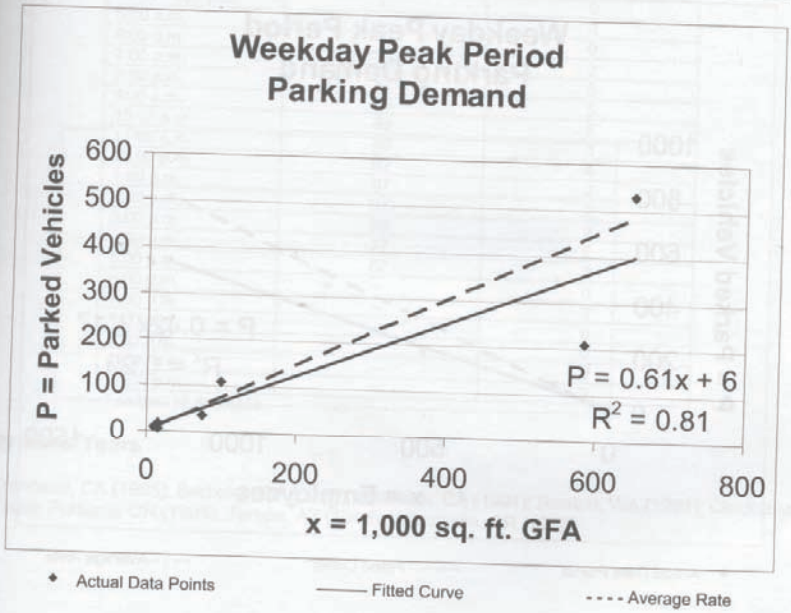
Trip Generation, 8th Edition 89 Institute of Transportation Engineers

Parking

Land Use: 110
General Light Industrial

Average Peak Period Parking Demand vs: 1,000 sq. ft. GFA
On a: Weekday

Statistic	Peak Period Demand
Peak Period	7:00–9:00 a.m.; 11:00 a.m.–12:00 p.m.; 1:00–3:00 p.m.
Number of Study Sites	7
Average Size of Study Sites	210,000 sq. ft. GFA
Average Peak Period Parking Demand	0.75 vehicles per 1,000 sq. ft. GFA
Standard Deviation	0.33
Coefficient of Variation	44%
Range	0.36–1.19 vehicles per 1,000 sq. ft. GFA
85th Percentile	1.13 vehicles per 1,000 sq. ft. GFA
33rd Percentile	0.49 vehicles per 1,000 sq. ft. GFA



Institute of Transportation Engineers 31 Parking Generation, 3rd Edition

Trips

General Light Industrial
(110)

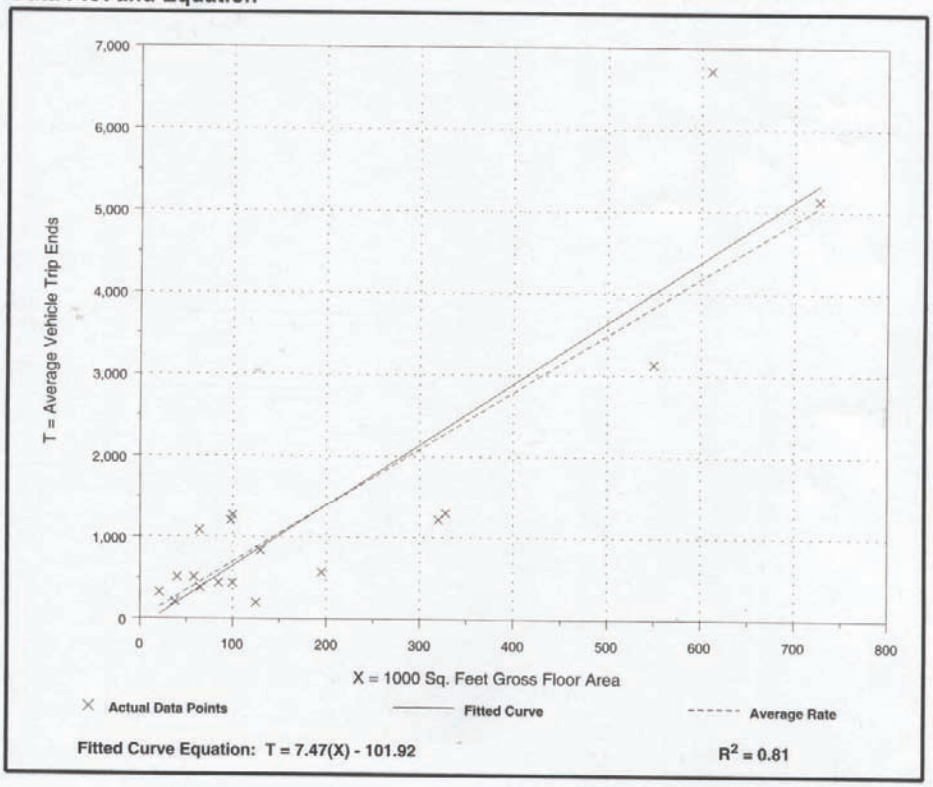
Average Vehicle Trip Ends vs: 1000 Sq. Feet Gross Floor Area
On a: Weekday

Number of Studies: 18
Average 1000 Sq. Feet GFA: 203
Directional Distribution: 50% entering, 50% exiting

Trip Generation per 1000 Sq. Feet Gross Floor Area

Average Rate	Range of Rates	Standard Deviation
6.97	1.58 - 16.88	4.24

Data Plot and Equation

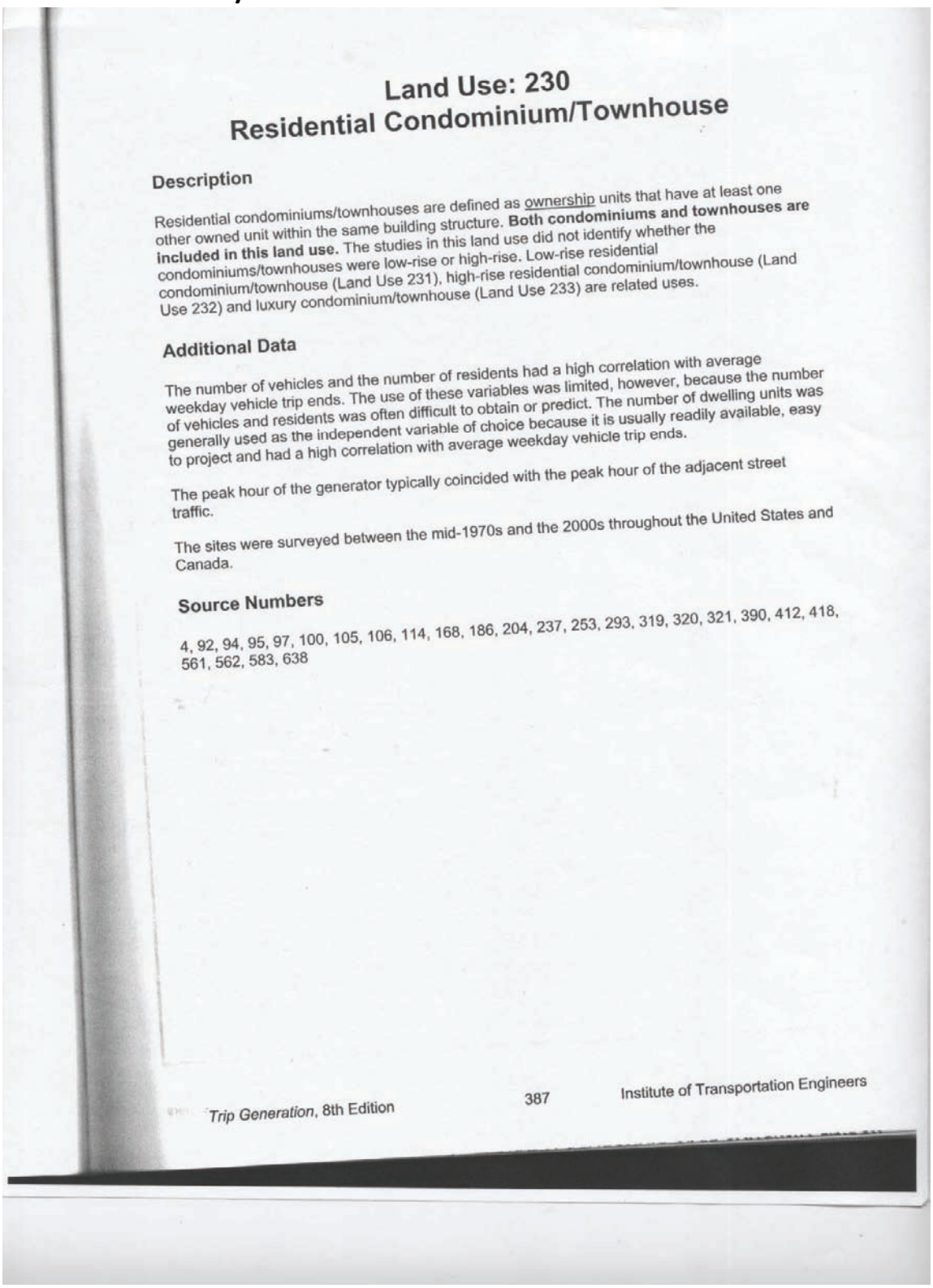


Fitted Curve Equation: T = 7.47(X) - 101.92

R^2 = 0.81

Trip Generation, 8th Edition 99 Institute of Transportation Engineers

5-2: Condominium/Townhouse



Land Use: 230
Residential Condominium/Townhouse

Description

Residential condominiums/townhouses are defined as ownership units that have at least one other owned unit within the same building structure. **Both condominiums and townhouses are included in this land use.** The studies in this land use did not identify whether the condominiums/townhouses were low-rise or high-rise. Low-rise residential condominium/townhouse (Land Use 231), high-rise residential condominium/townhouse (Land Use 232) and luxury condominium/townhouse (Land Use 233) are related uses.

Additional Data

The number of vehicles and the number of residents had a high correlation with average weekday vehicle trip ends. The use of these variables was limited, however, because the number of vehicles and residents was often difficult to obtain or predict. The number of dwelling units was generally used as the independent variable of choice because it is usually readily available, easy to project and had a high correlation with average weekday vehicle trip ends.

The peak hour of the generator typically coincided with the peak hour of the adjacent street traffic.

The sites were surveyed between the mid-1970s and the 2000s throughout the United States and Canada.

Source Numbers

4, 92, 94, 95, 97, 100, 105, 106, 114, 168, 186, 204, 237, 253, 293, 319, 320, 321, 390, 412, 418, 561, 562, 583, 638

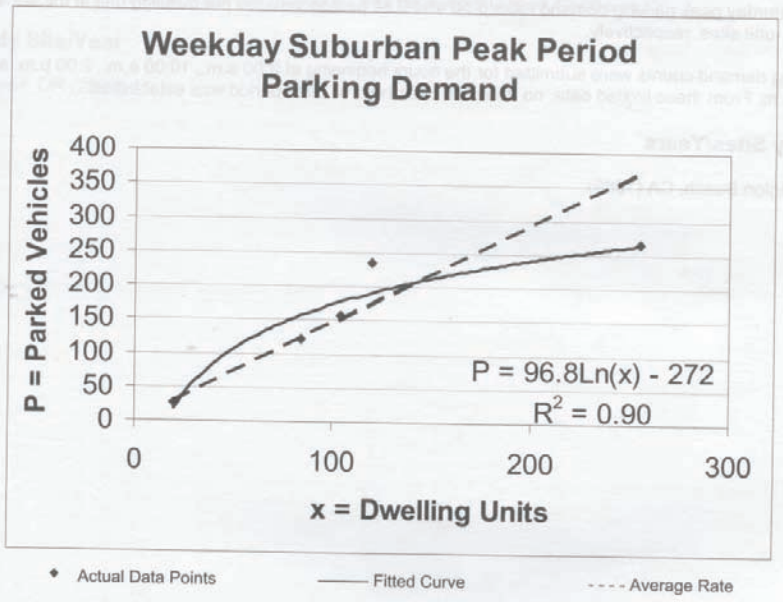
Trip Generation, 8th Edition 387 Institute of Transportation Engineers

Parking

Land Use Group: 230
Residential Condominium/Townhouse

Average Peak Period Parking Demand vs: Dwelling Units
On a: Weekday
Location: Suburban

Statistic	Peak Period Demand
Peak Period	5:00–6:00 a.m.
Number of Study Sites	5
Average Size of Study Sites	120 dwelling units
Average Peak Period Parking Demand	1.46 vehicles per dwelling unit
Standard Deviation	0.33
Coefficient of Variation	23%
Range	1.04–1.96 vehicles per dwelling unit
85th Percentile	1.68 vehicles per dwelling unit
33rd Percentile	1.38 vehicles per dwelling unit



Trips

Residential Condominium/Townhouse
(230)

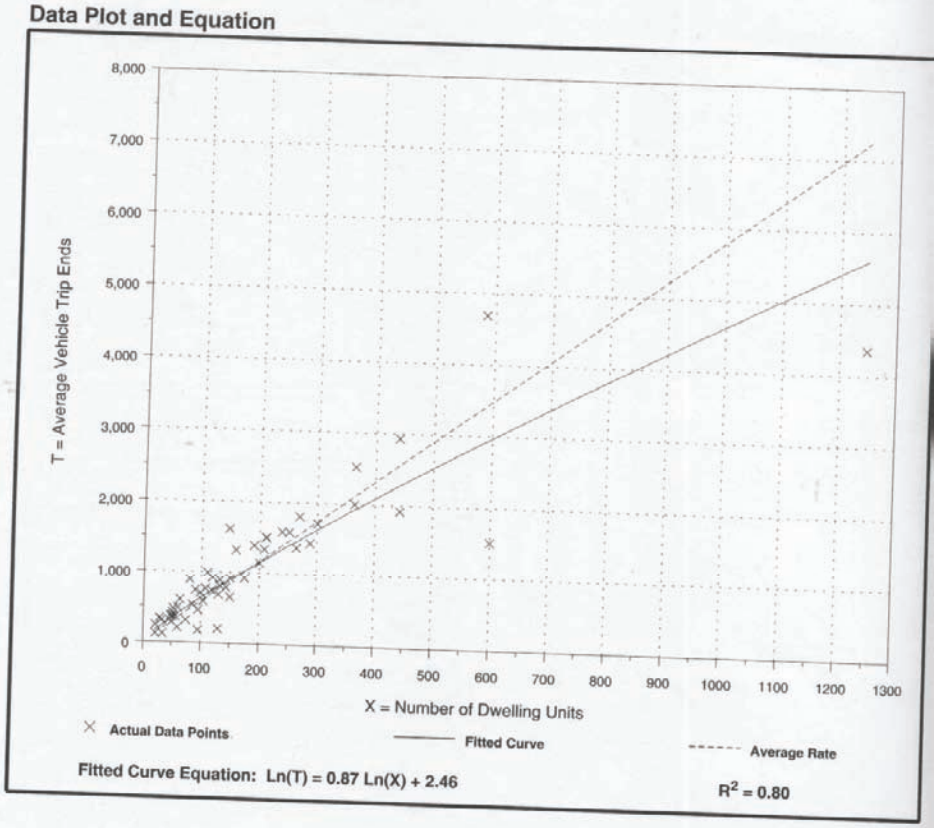
Average Vehicle Trip Ends vs: Dwelling Units
On a: Weekday

Number of Studies: 56
Avg. Number of Dwelling Units: 179
Directional Distribution: 50% entering, 50% exiting

Trip Generation per Dwelling Unit

Average Rate	Range of Rates	Standard Deviation
5.81	1.53 - 11.79	3.11

Data Plot and Equation



Fitted Curve Equation: Ln(T) = 0.87 Ln(X) + 2.46

$R^2 = 0.80$

Trip Generation, 8th Edition 388 Institute of Transportation Engineers

5-3: Shopping Center

Land Use: 820
Shopping Center

Description

A shopping center is an integrated group of commercial establishments that is planned, developed, owned and managed as a unit. A shopping center's composition is related to its market area in terms of size, location and type of store. A shopping center also provides on-site parking facilities sufficient to serve its own parking demands. Specialty retail center (Land Use 814) and factory outlet center (Land Use 823) are related uses.

Additional Data

Shopping centers, including neighborhood centers, community centers, regional centers and super regional centers, were surveyed for this land use. Some of these centers contained non-merchandising facilities, such as office buildings, movie theaters, restaurants, post offices, banks, health clubs and recreational facilities (for example, ice skating rinks or indoor miniature golf courses). The centers ranged in size from 1,700 to 2.2 million square feet gross leasable area (GLA). The centers studied were located in suburban areas throughout the United States and therefore represent typical U.S. suburban conditions.

Many shopping centers, in addition to the integrated unit of shops in one building or enclosed around a mall, include outparcels (peripheral buildings or pads located on the perimeter of the center adjacent to the streets and major access points). These buildings are typically drive-in banks, retail stores, restaurants, or small offices. Although the data herein do not indicate which of the centers studied included peripheral buildings, it can be assumed that some of the data show their effect.

The vehicle trips generated at a shopping center are based upon the total GLA of the center. In cases of smaller centers without an enclosed mall or peripheral buildings, the GLA could be the same as the gross floor area of the building.

Separate equations have been developed for shopping centers during the Christmas shopping season. Plots were included for the weekday peak hour of adjacent street traffic and the Saturday peak hour of the generator.

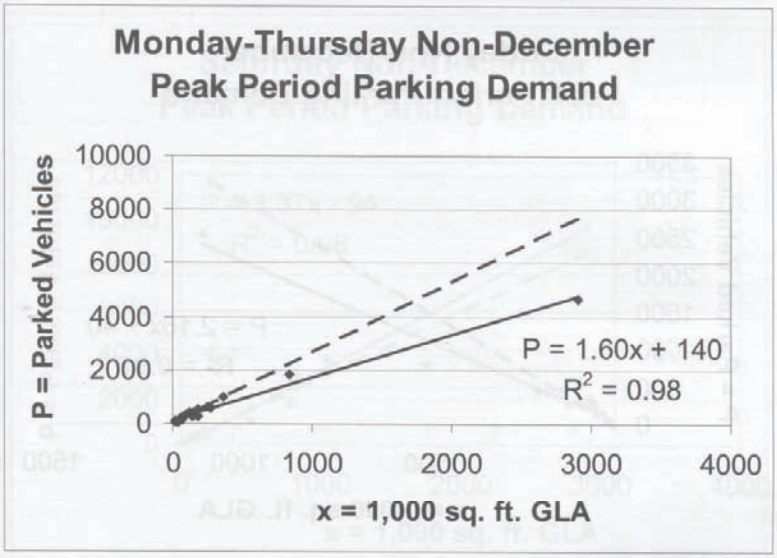
Information on approximate hourly, monthly and daily variation in shopping center traffic is shown in Tables 1–4. It should be noted, however, that the information contained in these tables is based on a limited sample size. Therefore, caution should be exercised when applying the data. Also, some information provided in the tables may conflict with the results obtained by applying the average rate or regression equations. When this occurs, it is suggested that the results from the average rate or regression equations be used, as they are based on a larger number of studies.

Parking

Land Use: 820
Shopping Center

Average Peak Period Parking Demand vs: 1,000 sq. ft. GLA
On a: Monday through Thursday (Non-December)

Statistic	Peak Period Demand
Peak Period	11:00–3:00 p.m.; 6:00–7:00 p.m.
Number of Study Sites	19
Average Size of Study Sites	331,000 sq. ft. GLA
Average Peak Period Parking Demand	2.65 vehicles per 1,000 sq. ft. GLA
Standard Deviation	0.98
Coefficient of Variation	37%
Range	1.33–5.58 vehicles per 1,000 sq. ft. GLA
85th Percentile	3.35 vehicles per 1,000 sq. ft. GLA
33rd Percentile	2.26 vehicles per 1,000 sq. ft. GLA



Trips

Shopping Center
(820)

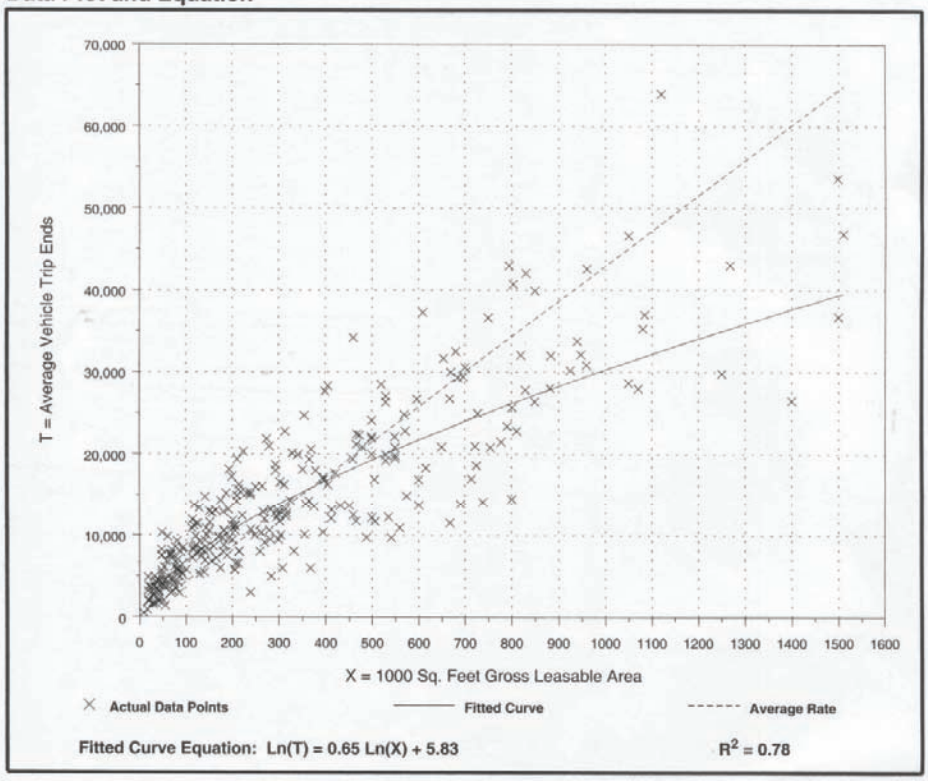
Average Vehicle Trip Ends vs: 1000 Sq. Feet Gross Leasable Area
On a: Weekday

Number of Studies: 302
Average 1000 Sq. Feet GLA: 328
Directional Distribution: 50% entering, 50% exiting

Trip Generation per 1000 Sq. Feet Gross Leasable Area

Average Rate	Range of Rates	Standard Deviation
42.94	12.50 - 270.89	21.38

Data Plot and Equation



Fitted Curve Equation: Ln(T) = 0.65 Ln(X) + 5.83 **R^2 = 0.78**

Trip Generation, 8th Edition 1500 Institute of Transportation Engineers

5-4: High Turnover Restaurant

Land Use: 932
High-Turnover (Sit-Down) Restaurant

Description

This land use consists of sit-down, full-service eating establishments with turnover rates of approximately one hour or less. This type of restaurant is usually moderately priced and frequently belongs to a restaurant chain. Generally, these restaurants serve lunch and dinner; they may also be open for breakfast and are sometimes open 24 hours per day. These restaurants typically do not take reservations. Patrons commonly wait to be seated, are served by a waiter/waitress, order from menus and pay for their meal after they eat. Some facilities contained within this land use may also contain a bar area for serving food and alcoholic drinks. Quality restaurant (Land Use 931), fast-food restaurant without drive-through window (Land Use 933), fast-food restaurant with drive-through window (Land Use 934) and fast-food restaurant with drive-through window and no indoor seating (Land Use 935) are related uses.

Additional Data

Users should exercise caution when applying statistics during the a.m. peak periods, as the sites contained in the database for this land use may or may not be open for breakfast. In cases where it was confirmed that the sites were not open for breakfast, data for the a.m. peak hour of the adjacent street traffic were removed from the database.

Vehicle occupancy ranged from 1.39 to 1.69 persons per automobile on an average weekday. The average for the sites surveyed was approximately 1.52.

Five sites submitted for inclusion in this land use indicated the presence of an on-site pick-up window. From the limited data sample, it does not appear that the presence of a pick-up window had a significant impact on trip generation.

The outdoor seating area is not included in the overall gross floor area. Therefore, the number of seats may be a more reliable independent variable on which to establish trip generation rates for facilities having significant outdoor seating.

The sites were surveyed between the 1960s and the 2000s throughout the United States.

Source Numbers

2, 4, 5, 72, 90, 100, 126, 269, 275, 280, 300, 301, 305, 338, 340, 341, 358, 384, 424, 432, 437, 438, 444, 507, 555, 577, 589, 617, 618

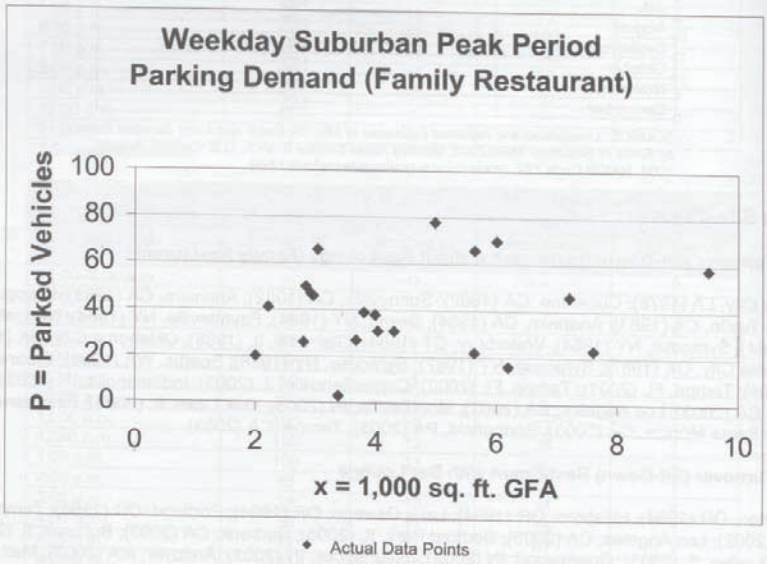
Trip Generation, 8th Edition 1794 Institute of Transportation Engineers

Parking

Land Use: 932
High-Turnover (Sit-Down) Restaurant

Average Peak Period Parking Demand vs: 1,000 sq. ft. GFA
On a: Weekday
Land Use Code Subset: Family Restaurant (No Bar or Lounge)
Location: Suburban

Statistic	Peak Period Demand
Peak Period	11:00 a.m.–2:00 p.m.
Number of Study Sites	21
Average Size of Study Sites	4,500 sq. ft. GFA
Average Peak Period Parking Demand	10.1 vehicles per 1,000 sq. ft. GFA
Standard Deviation	5.7
Coefficient of Variation	56%
95% Confidence Interval	7.7–12.5 vehicles per 1,000 sq. ft. GFA
Range	0.9–21.8 vehicles per 1,000 sq. ft. GFA
85th Percentile	16.1 vehicles per 1,000 sq. ft. GFA
33rd Percentile	7.3 vehicles per 1,000 sq. ft. GFA



Trips

High-Turnover (Sit-Down) Restaurant
(932)

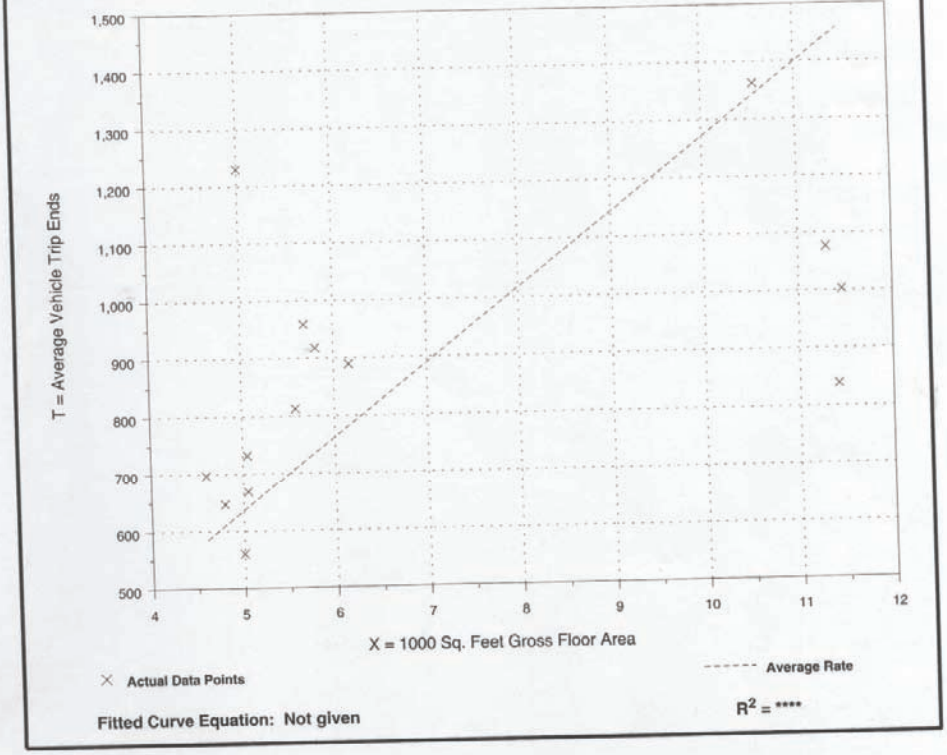
Average Vehicle Trip Ends vs: 1000 Sq. Feet Gross Floor Area
On a: Weekday

Number of Studies: 14
Average 1000 Sq. Feet GFA: 7
Directional Distribution: 50% entering, 50% exiting

Trip Generation per 1000 Sq. Feet Gross Floor Area

Average Rate	Range of Rates	Standard Deviation
127.15	73.51 - 246.00	41.77

Data Plot and Equation



Trip Generation, 8th Edition 1795 Institute of Transportation Engineers